

# THE QUILL

July, 1961

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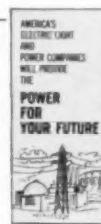
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# Don't Let the Nylons and Lipsticks Fool You—Americans Are Eating Better at a Much Lower Cost

Food Costs Have Advanced Much Less Than All Prices;  
The Labor Cost of Food Has Dropped Substantially

## *Food Prices Are Up Less Than Consumer Price Index*

The United States Department of Agriculture reports that 1960 retail food prices—of those foods purchased for preparation at home—were about one-sixth higher than the average in 1947-49, but the Consumer Price Index—the average of prices paid by consumers for all goods and services—was up by more than one-fourth.

"Declining food prices moderated the rise in the Price Index during part of this period," USDA reports in a new publication called FOOD COSTS. "The slower rise in retail food prices than in the Price Index resulted entirely from the decline in farm prices, since charges for marketing these products increased at a faster rate than the Price Index."

In 1940, the food marketing bill, covering all charges for marketing food products originating on American farms and sold to civilian consumers in this country, totaled 9 billion dollars. In 1960 the total marketing bill was 40 billion dollars. The 31 billion dollar increase was broken down this way: 7.5 billion dollars covered additional marketing services performed—the "built-in maid service" features; 15 billion dollars for the rise in cost levels; and 8.5 billion dollars for the added volume of foods handled. The actual quantity of food handled increased 53% from 1940 to 1960 while the population gained only 35% during this same period.

## *Consumers Spend Less Of Their Income for Food*

In 1960 consumers spent an average of \$394 per person for food, up from an average of \$319 per person in the 1947-49 period. However, the 1960 expenditure represented only 20% of the disposable income available to consumers, compared with 26% of disposable income used for food in 1947-49. "Thus," says USDA, "the food bill did not rise as much as disposable income, though consumers were shifting to more expensive foods and were buying more marketing services. Retail prices did not increase as fast as disposable income per person."

In 1960 a factory worker was getting a great deal more food for an hour of his toil than he did in 1947-49. In 1960, for example, an hour of factory labor, on the average, would buy 8.1 quarts of milk, compared with 6.5 quarts for an hour of labor in 1947-49. An hour of factory labor in 1960 bought 2.5 pounds of choice grade beef, up from 1.9 pounds in 1947-49. Twice as many eggs could be purchased for an hour of labor in 1960 than in 1947-49.

## *Consumers Get More Variety, Have Much Less Work to Do*

Because of many technological advances in farming and in food processing and distribution American consumers today have the greatest variety of foods in human history, and there is much less work involved in preparing these foods. More foods are packaged for shipment to all areas of the country. Seasonality is no longer a limiting factor for most types of foods. The variety of foods is available in many different package sizes to meet varying consumer needs. Many products today are ready for immediate cooking when the homemaker gets them into her kitchen, reducing the number of hours of food preparation in the home.

Dairy farmers are proud to point out that milk and such milk products as butter, ice cream, and cheese are the original convenience, no-waste foods, with just about as much "built-in maid service" as anyone could possibly want. About all a maid could do to make milk consumption easier is to drink the milk herself! The dairy industry provides these easy-to-use products at bargain prices, too, no matter how you make the comparison. Dairy products provide 28 per cent of our total food supply, on a retail weight basis, but consumers pay only 19 cents out of the market basket dollar for these dairy foods. Being tops in nutritional values as well, dairy products provide to consumers just about as great a bargain as has ever been found in the food markets.

## *Those "Hidden" Purchases Run Up the Food Bills*

As many a puzzled male shopper has learned, it often takes a map to find one's way through the modern food super market which has grown to rather tremendous proportions. Part of this growth has come through the sale of many non-food items which, much too often, are charged against the family grocery bill. Thus the "food" budget may be covering purchases of lipsticks, nylon hose, kitchen utensils, and encyclopedias which are great food for the mind but seldom easy to digest at the dinner table.

Because the American people today can buy a huge variety of healthful foods at a relatively low cost in terms of total income available, many more families today have income that is used to buy newspapers and magazines, radio and television sets, as well as better housing, more cars, more education for their children, and a host of other products of the factories and the service industries. Most of the people throughout the world today are still struggling merely to earn enough food to avoid hunger or even starvation.

Dairymen are proud of the role they have played in providing for Americans an agricultural abundance that no other nation in history has ever been able to match. That we do have some problems in balancing production and consumption of foods and fiber cannot, of course, be denied, but surely it is much more pleasant to face the problems of abundance than to have to meet the problem of how to avoid starvation for millions of people. Today starvation is a very real problem in Red China, for example. America is using its abundance to help the less fortunate people in our own country as well as those in other nations. That we have the resources to give this help should make all of us very grateful to live in this free land.



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#### CARTOONIST OF THE MONTH

Winner of Sigma Delta Chi's award for editorial cartooning this year, **Dan Dowling** has been on



**Dan Dowling**

the staff of the New York *Herald Tribune* since 1949. He was born in Nebraska, attended the University of California and began his newspaper career as a reporter in Chicago, Illinois in 1933. He was the editorial cartoonist for the Omaha, Nebraska, *World-Herald* from 1937 to 1948. He served as a captain of infantry in World War II. His cartoons are now syndicated. In 1956 he received the Christopher Medal and the Freedoms Foundation Award. In 1956-1958 he served as president of the Association of American Cartoonists.

THE QUILL for July, 1961

"SEEK TALENT FOR A PROFESSION WHICH THRIVES ON TRUTH, TRUST AND FREEDOM"

# THE QUILL

A Magazine for Journalists—Founded 1912

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*On the Cover: Norma Hendricks, veteran city editor of the Leesburg, Florida, Daily Commercial, checks every news tip. Here she photographs clues in a wave of local burglaries.*

## LOOK FOR IT NEXT MONTH

THE AMARILLO STORY  
By John Masterson

THE PRESS AND THE COURTS  
By William Francois

STARTING A NEWSPAPER  
By Charles Bernstein

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# EDITORIALS

## Challenge of the Sixties

**A**S "Stuffy" Walters pointed out in his stimulating article in the June *QUILL*, American journalism has undergone a decade of searching criticism; much of it from within its own ranks. Some of it has been constructive. Much of it has been repetitive. The pessimists have raised fears about the insidious danger of news monopolies as the number of one-newspaper cities has increased. The scope of news coverage has been decried and news writing style denounced as hackneyed and out of step with the times. Nor have the electronic media escaped the critics' caustic condemnation. Schools of journalism have come under fire and there are those who view even the mushrooming growth of industrial publications with suspicion.

It is not surprising then that many of the crop of college graduates in recent years have been skeptical of the opportunities and challenges of our profession. There are always those whose myopic nostalgia convinces them that the "good old days" are gone forever. It was true in my undergraduate days and even Horace Greeley apparently saw no future for young men in New York, for he earnestly advised them to "Go west."

- Each generation tends to forget that change is the law of life. In journalism, as in other phases of the American scene, we have gone through a decade aptly described by Francis Bacon's indictment of age. "Men of age object too much," he wrote, "consult too long, adventure too little, repent too soon, and seldom drive business home to the full period, but content themselves with a mediocrity of success." To say that the English essayist's description fits is not wholly accurate. There have been some notable exceptions. It is however, appropriate to point out that those willing to write the obituary notices have outnumbered the prophets and the pioneers.

The challenge of the Sixties is to recognize the revolutionary changes that are beginning to take form and to put to use the opportunities they create. We need more prophets with the vision of "Stuffy" Walters and with the enthusiasm of Arville Schaleben, managing editor of the Milwaukee, Wisconsin, *Journal*, whose book "Your Future in Journalism" is reviewed in this issue. Both agree that there never was a time when our profession offered so many exciting challenges and possibilities.

New and cheaper methods of printing are in sight which will again make it possible for those who want to own their own newspapers to do so with a reasonable investment. Shifts in population and living habits provide the opportunity for new publications. Suburban journalism, which has already demonstrated its potential, has scarcely scratched the surface. We have seen in the last decade an impressive improvement in the small daily field. Our population explosion is a reminder that many of today's weekly papers will grow into dailies in the years ahead.

- Electronic journalism is still in the growing stage, as even its most ardent advocates will admit. The whole field of the specialized press, including company publications is growing, both in quantity and in quality. More significant, perhaps, to the young man considering journalism as a career, is the growing recognition of the vital need for com-



Drawn for THE QUILL by Dan Dowling, New York Herald Tribune.

### Once She Starts to Roll

munication in our modern society. No one who is aware of this fact can doubt the importance of responsible journalism in today's world, or discount the opportunities of the future.

The Sixties will not be easy years. Changes are frequently painful. The self analysis of the last decade can prove helpful, but we need now to look ahead and not back. I envy those who are starting out and who will have a part in what Mr. Walters so aptly reminds us can be the press' "golden age."

## Public Service

**T**HIS year Sigma Delta Chi gave its award for public service in journalism to the *Daily Commercial* of Leesburg, Florida. In this issue Emmett Peter Jr. tells something of the problems of a "digging" newspaperman and the "lonely" satisfactions that are his. No one who reads of the paper's continuing fight for a better community can doubt that its readers are appreciative, despite the modest returns of its poll of their reactions.

The role of the crusader is seldom a happy one, and too often newspaper readers are prone to take the newspaper's fights in their behalf for granted. Why then, as Mr. Peter asks, does a newspaperman dig up unsavory facts, and expose chicanery, bigotry and ignorance in high places?

- The answer first of all is that it is his job and he would not have it otherwise. But beyond that there is the real satisfaction of making your own community better than you found it, of serving those who put their trust in you, and routing the dragons in a fair fight. It has not changed since the days of Ben Franklin and Thomas Paine and the satisfaction it offers may sometimes be "lonely," but always it is lasting.

CHARLES C. CLAYTON

# There Will Always Be Dragons To Fight in the Public Interest

By EMMETT PETER JR.

THE young man wore a two-day growth of stubble when he came to me. His eyes were troubled and he asked a private audience.

"I get your paper every afternoon," he said. "You sure do get people told off! Are you the fellow who puts things in the paper?"

I nodded.

"Well," he went on, "I need help. My wife left me. Took off without sayin' a word—no argument or anything. I found her but she won't come back. I want you to go with me to fetch her."

I asked: "What makes you think she'd come back if I go along?"

The question seemed to come as a surprise.

"Why," he answered, "with the paper editor with me, she'd be scared not to."

Whether the young man and his wife are reconciled, I have not the slightest notion. But the incident started me pondering what Madison Avenue calls the public image of a briskly-edited small daily and the people who staff it. Were mothers using us to frighten children into taking disagreeable medicine?

• I've found out (to my satisfaction, anyway), that the answer isn't tonic for a tender ego.

For six years I've edited the Leesburg, Florida, *Daily Commercial*, which is published daily (except Saturday) in a city of 12,000 in the hill, lake and citrus region of Central Florida. Before that I was a reporter, deskman and Sunday editor of the Tampa, Florida, *Tribune*. On both papers I've had freedom to pursue whatever dragons I could find. And there has been no scarcity of dragons.

Now suppose some strong and fool-hardy youngster named Bill decides upon dragon-pursuit as a vocation. A few simple rules-of-thumb will qualify him for my own definition of a newspaperman: "A so and so who has lost his amateur status."

• As a starter, Bill keeps his ears open for bits of information about injustice, brutality, stupidity, neglect or official crookedness in his community. Some of his informants will be barflies, ex-convicts, deposed politicians, would-be office holders and prostitutes. Their stories won't fit together neatly and they can't be trusted. Most tips are duds, but some always check out.

So far, Bill has only listened. Now

he starts asking questions. Not just surface queries, but spiked ones: "When did this happen? Who else saw it? Why was this done?"

There'll be answers, but Bill persists beyond them: "May I see the file on that, please? Would you mind my checking the original report? You say you own a small share; what percentage would that be? Why was the report put in a confidential file?"

At this point, Bill has knots forming in the pit of his stomach. He is nosy, observant, persistent, and he isn't satisfied with vague answers.

• Let's say he has found that Joe Jones, a city councilman, owns a silent part-interest in an office equipment company that sold the city \$20,000 worth of bookkeeping machines without competitive bids.

Does Bill turn in the story? Not so fast! First, let him see what Jones has to say. Assuredly there is a conflict of interest here, but Jones deserves a chance to say whatever he wishes in his defense.

Bill calls on Jones and asks him why. Maybe the Councilman blows up and orders Bill out of the office. More than likely he gets out his invoices and tries to show that the dear taxpayers were well served by the deal. Whatever he says deserves a place in the story. The phrase, "However, Councilman Jones said . . ." not only is honest, it's smart. Without it, Jones' friends and cronies can build a counter-offensive showing the reporter was hatchet man for rival forces trying to get poor old Joe.

As the papers start coming from the press, Bill stands around and tries to figure whether he's a hero or a bum.

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## BEHIND THE BYLINE

Emmett Peter Jr., 41, steered The *Daily Commercial* of Leesburg, Florida, through a momentous 1960. The paper was recipient of National Headliner and national Sigma Delta Chi public service awards for the year. Peter, a former reporter, deskman and Sunday editor of the Tampa *Tribune*, is a native of Leesburg. During 1960, Peter and his paper won a bitter battle for a public hospital, disclosed the confinement of teen-age girls in cell-blocks with hardened male criminals, discovered and revealed a conspiracy among members of a Klan-affiliated organization to refuse to file or pay U. S. income taxes, campaigned successfully for a home for the aged and uncovered shocking mistreatment of the mentally ill in the county jail.

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One thing's for sure: fewer people will speak to him on the street tomorrow. Bill is on the way to being well-hated.

• If he's at all perceptive, Bill learns something else. He finds that man is an animal whose real genius is rationalization. The councilman's friends and political associates form a tight defense and counter-offense, seeking every possible way to discredit Bill. Joe's enemies rush in for the kill and denounce the city hall shenanigans. And what of the "neutrals" who aren't of either stable? Why, 10 per cent will read the story objectively, weighing good against bad, and arrive at an independent decision. The other 90 per cent will (1) read only the headline or (2) wonder vaguely what Bill's angle is—why he's sore at the city commission!

Friends call us crusading journalists. Detractors say we're sensation-mongers. We like to think of ourselves as honest newspapermen who gather facts and print stories that need printing.

Cynical? Perhaps, but I've traveled the road.

I've been run out of a city by a gang of hoodlums. I've listened to the lazy, deadly whine of bullets fired by a frenzied racist mob. I've seen a dark Florida night suddenly illumined by houses put to the torch—houses that contained all the earthly belongings of innocent Negro families.

I publicly accused Florida's most powerful sheriff of failing to protect the Constitutional rights of his prisoners and asked the Governor to remove him.

When a group of eleven firmly-entrenched local doctors tried to scuttle a drive for a public hospital, I spanked them for civic myopia in a front-page editorial—with the result that I'm denied care—along with my family and employees—in the city's biggest private hospital. I've resisted countless tearful pleas to delete from the police blotter—just this once, mind you—a friend's drunken driving arrest.

• In a dim idealistic past, I thought rigid professional honesty would be rewarded by the respect and the moral backing of the great majority of any newspaper's readers.

I was wrong. If you've a hankering to pursue dragons, by all means go ahead, but don't expect to come out of it a hero. Chances are your only reward will be a lonely kind of satisfaction that comes from doing what needs to be done. Or does it? Occasionally you come to doubt even that.

I'll concede my outlook is cynical. People, by and large, aren't capable of objective thinking. They'll read of skull-duggery or shameful tax waste or injustice, and ask: "What's that editor's



Emmett Peter Jr., left, accepts from Sigma Delta Chi national president E. W. (Ted) Scripps II the public service plaque for newspaper journalism. In foreground is TV Newsman David Brinkley, left, banquet speaker, and Irv Kupcinet, Chicago *Sun-Times* columnist, who emceed the awards banquet in Chicago's Guildhall.—(UPI Photo).

angle now?" This is especially true of businessmen who can't bring themselves to accept any news story or editorial on its merits or demerits. Behind it there must be a shadow of self-interest—reward of a friend, punishment of an enemy or, if no other explanation is available, "just politics."

• Every once in a while, like the heavy smoker or alcoholic, I swear off. This is it, I'll say; nothing more controversial than a Zoning Board hearing. From now on I'll duck these ugly stories and be a good fellow—wise, pipe-smoking and mellow like the country editor in the movies. Maybe even grow a moustache.

My repentance is short-lived. In a week, or a month, I'm back in it.

Why?

Why does any newspaperman dig up unsavory facts and expose chicanery, bigotry or ignorance in high places?

Frankly, I don't know. I am battered, and I am tired. The answer may be the same as Sir Edmund Hillary's when he was asked why he climbed a mountain. "Because it's there," he said.

At the end of 1960—my busiest and most productive year as an editor—I made up my mind to find out, if possible, exactly what the 12,000 or so readers thought of the paper's policy of jumping squarely into public-interest controversies.

There was tremendous interest at

that time in the impending Kennedy-Nixon vote, and I added the newspaper-image questionnaire as a "rider" to a Presidential poll.

The first question concerned the overall job being performed by the paper. Was it good? Fair? Or Poor?

These answers were tabulated:

Good job .....	206
Fair .....	186
Poor .....	39

Yes, we squeaked by with a plurality confidence vote. Still, more readers thought we were doing a fair or poor job than the total number rating us good.

In the next query, I sought to learn whether readers agreed with our policy of digging deeply and taking sides in matters of controversy?

The results:

Yes, take sides .....	214
No, stay neutral .....	178

• Again, a surprisingly narrow majority. Comments written on the ballots included: "Just facts"; "No, not in a small town."

Yet when readers were asked whether *The Commercial* was being fair to both sides in reporting and editorializing, the same respondents voted:

Fair to both .....	271
Not fair .....	107

(Turn to page 20)



# Conflicts Between Scientists, Newsmen

By JOHN D. STEVENS



JOHN D. STEVENS

**I**N science, address the few; in literature, the many. In science, the few must dictate opinion to the many. In literature, the many—sooner or later—force their judgement on the few.”

That century-old observation of Edward Bulwer Lytton sums up the problem of any writer who tries to write about scientists and their work. The scientist wants the article written for “the few”—his colleagues and peers—while the popular writer wants it written for “the many”—his typical readers.

• This conflict has to be worked out at every meeting between a scientist and a writer. The writer understands his own viewpoint, but he may not understand the concerns of the scientist. Let’s look at a few of these concerns:

1. The scientist is afraid of you. He probably hasn’t been bitten, but he is afraid he will be. His professional reputation may be at stake. Do everything you can to put him at his ease. Tell him briefly about your scientific and/or writing background. Let him realize you are a professional man, too. All too many scientists got their wrong impressions of newspapermen from the same place too many newspapermen got their wrong impressions of “absent-minded” and “mad” scientists—Grade B movies (now running again on the Late Late Show).

2. He wants respect more than fame. A slight exaggeration in your story might win him some general popularity but, at the same time, it might earn him snickers from his colleagues. Perhaps only a couple of your readers

would notice the error, but these are precisely the couple of persons with whom the scientist is concerned. This accounts, in part, for the reluctance of pure scientists to speculate on possible applications of their research. Einstein wasn’t thinking about an atomic bomb when he came up with his famous formula. Nothing would put him in a more vulnerable position for professional ridicule than wild guesses about “what it can be used for.” (This is a good reason for the writer to concentrate, when at all possible, on applied scientists. They generally have a better idea of the end results of their work.)

3. He wants you to understand. Don’t be afraid to ask him for clarifications or to “please go back over that last part one more time.” He is interested in and excited about his work. He wants you to be, too. He knows that if you don’t understand perfectly, then your readers aren’t going to understand at all. Most research people have taught, so they usually aren’t shocked by “stu-

pid questions,” but a little advance reading on your part will speed the interview. It also will help you to recognize what is significant or new about what he is saying. Just because something seems elementary or “old hat” to him, it doesn’t mean it is worthless to you. Just be certain you identify it as old stuff. One of the nightmares of a scientist would be to have a writer attribute to him some principle that’s been in every textbook for 100 years.

4. Let him check your finished story. Many science pieces are Sunday features. If so, there usually is time for him to check it. You have a right to ignore his corrections for the sake of correction—providing that is what they are. However, two phrases which seem the same to you may be as different as “evening gown” and “night gown” in scientific lingo. He can save you and himself embarrassment. (Incidentally, his title—his exact title—is important to him. Get it right.)

Most of these conflicts can be worked out amiably between two grown, professional persons. Scientific societies always are advising their members to cooperate with mass media. They want their stories told, but they would rather they weren’t told than told incorrectly.

• The barriers between scientists and writers have been crumbling in recent years. The main reason has been that as science has become bigger and bigger news, the contacts between scientists and writers have increased.

Once each understands and respects the role of the other, their conflicts will be all but over.

## BEHIND THE BYLINE

John D. Stevens is technical editor of the Institute of Technology at Washington State University. In this position, he often reconciles differences between writers and scientists. He knows both sides of the fence, having worked as a reporter and section editor on the Indianapolis *Star* and as an industrial public relations writer at Armstrong Cork Company before joining WSU.



JAMES W. CARTY JR.

## UNESCO Cites

# Needs of Latin American

By JAMES W. CARTY JR.

### **B** READ or a newspaper?

That is the dilemma facing some Latin Americans, who can afford only one but can't do without the other. For individual literacy and ability to read newspapers—in order to secure information for both a world view and industrial skills—are related integrally to national social and economic development.

In one country, the cost of a yearly subscription to a daily newspaper is as high as 28 per cent of the average per capita income. In another Latin American nation enjoying the highest economic development, the daily newspaper costs an average of only 1.8 per cent of the average income of an individual.

- These and many other facts are set forth in a recent report by the Director-General of the United Nations Economic and Social Council. It deals with a meeting held February 1-13 in Santiago, Chile, on "The Development of Information Media in Latin America."

From twenty-six countries came twenty-six experts in the fields of press, radio broadcasting, film, and television. There were observers from twenty-three member states of UNESCO—Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, France, Guatemala, Haiti, Honduras, Israel, Mexico, Netherlands, Nicaragua, Peru, Spain, United Kingdom, the United States of America, and Venezuela.

Other participants were observers from thirteen international organizations. They were the Food and Agricultural Organization, the International Labour Organization, International Telecommunication Union, Organization of American States, United Nations, United Nations Technical Assistance

Board, World Health Organization, Catholic International Association for Radio and Television, First International Newsreel and Television Association, the Inter-American Association of Broadcasting, the International Association of the Press (Montevideo), International Catholic Film Office, and International Federation of Newspaper Publishers.

- Some of the best minds, representing many perspectives, brought out the profile of the press, its problems and possibilities. The picture is challenging rather than grim.

The Secretary-General's report stressed: "The meeting agreed unanimously that concerted action was needed:

- "1. To strengthen the impact of the information media within the region, and

- "2. To promote their effective use as a means of information and education for the people."

In the United States, the culture and communications are so highly developed that growth now occurs best through competition among the media for news and advertising. In contrast, however, in Latin America, the problems are so pressing and overwhelming that this Chile conference stressed the immediate need for expanded cooperation among the media. Through joint attacks on problems, development will come in many areas.

- The conference recommended the expansion of national news agencies and the creation of adequate telecommunication facilities. There must be improved training, work conditions, status and pay for journalists, and a strengthening of their professional organizations.

Government information officers increasingly must inform journalists of planned social-economic development measures. The free access to the source of news must be extended. And research on these and related problems must be begun.

"The printed word remains a primary means of news and information for the peoples of the region," the Secretary-General said. "In addition, the press has a vital role to play in promoting and continuing an interest in reading among persons who have recently acquired literacy."

UNESCO recommends that each nation around the globe have a minimum of media outlets for each 100 persons. They include at least ten copies of daily papers, five radio sets, two television sets, and two cinema seats.

- Latin America is below the minimum in two respects. There are an average of 7.8 copies of dailies, 1.5 television receivers, 9.8 radio sets, and 3.5 cinema seats. These facilities exist mostly in urban areas. The rural areas lack not only these communications media, but also formal educational opportunities.

The 1,154 daily newspapers of Latin America have a circulation approximating 14,700,000, and the major newspapers of capital cities have most of

### BEHIND THE BYLINE

James W. Carty Jr. teaches journalism at Bethany College which was founded by a great 19th century journalist, Alexander Campbell, who was the author of more than sixty volumes. Carty's 300 magazine articles include thirty on international communications. He has taught writing in Egypt and Tanganyika, East Africa. Formerly on the religion and education desks of the *Nashville Tennessean* for seven years, he also has taught at Scarritt College and the Nashville Center of the University of Tennessee. He received his graduate degree (M.S.) in journalism at Northwestern University, also a graduate degree from the University of Chicago. His article on the "Journalism Missionaries" in Africa appeared in the February, 1961 issue of *THE QUILL*.

# Press

these readers. Few urban papers print special editions for outlying sections, but some have nation-wide readership. There are 1,630 nondailies and 7,860 other periodicals. They are concentrated in the main centres of a few nations and have limited circulations.

"In general, the rural and periodical press is still in its infancy," the Secretary-General said. "There are few specialized journals which effectively serve the interests of education as well as of agriculture, trade and industry."

Literacy is related to the growth of the press. Adult illiteracy ranges from 11 per cent in one country to more than 80 per cent in another. In many nations, the rate of adults who cannot read is around 40 to 60 per cent. The press must help in literacy campaigns by publishing social, economic, health, agriculture and other information which new adult literates want to read about. Especially needed are seminars on the development of the rural press with regard to its effective use in literacy work.

- Rural residents represent more than 75 per cent of the population. Development of the press for these people—who often lack minimal information facilities—could stimulate the expansion of existing national news agencies in some areas and induce new ones to start in nations which do not possess them. The result would be more foreign news, which would bring understanding, good will, cooperation. By describing examples of economic prosperity in other lands, it would foster social and economic growth.

"There are few national news agencies in the region," the UNESCO report said. "Most Latin American newspapers and periodicals rely on the world agencies for the greater part of the news they carry that is not strictly local."

"At the same time, the lack of adequate facilities and the high cost of telecommunication services in Latin America impedes the efforts of the world agencies to report satisfactorily



Dr. Sarah Gudschinsky, of the Brazilian Summer Institute of Linguistics, standing, and Dr. Frederick J. Rex, seated, take part in a 1961 workshop where the manuscript of a Portuguese primer and a text of two booklets were made ready for publication in Brazil. Dr. Gudschinsky is education secretary of the Committee on World Literacy and Christian Literature and Dr. Rex was formerly with UNESCO, and is also associated with the committee.

on Latin American events, either to countries within the region or to other parts of the world.

- "Some participants observed that correspondents of world agencies in Latin America may come from other parts of the world and may thus have insufficient knowledge of the political, economic and social conditions in the region. As a result, the information they gather is not always correctly interpreted and events of major importance may be inadequately reported."

There are two distressing consequences: Millions within Latin America do not have sufficient information about what happens in their own nation, the rest of Latin America, and the world. 2) Countries outside Latin America have little news of what is happening in this significant section of the world.

- "Telecommunication services are not adequate. Rates and charges for the transmission of press messages are high and disparate," the report said. "Charges made for similar services vary by over 300 per cent, and it may cost more than twice as much to send a dispatch in one direction as the reverse."

"It is also a fact that news sent between Latin American countries must frequently be transmitted through centres outside the region."

Some countries have introduced uni-

form domestic rates per word for press messages, such as Mexico, which charges one centavo a word for press telegrams regardless of distance.

"As national news agencies are developed, regional arrangements might be worked out among them for the exchange of news and photos, the exchange of correspondents and the training of agency staff." Perhaps a cooperative Latin American news agency should be started, the report suggested.

- Some needed areas of research are:

1. On the quantity and quality of news flowing within Latin America and between Latin America and other regions.

2. How to improve readability of foreign news."

Needed is provision of long-term, low interest loans for the development of the rural press and periodicals. They might start with mimeographed journals, published by schools, and expand as revenue increases. Seminars for editors and publishers of the rural press should be conducted.

At all levels of the urban and rural press, there should be opportunities for publishers and journalists to meet and to exchange experiences in large centers at seminars, or to work and study abroad.

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Frank Holbrook (left), photographer and film editor for WTVM's "Spectrum," previews some film footage for the documentary with Norman Bishop who writes the program and doubles as its host. The twenty minute public affairs program is telecast each Sunday evening over the Columbus, Georgia, station.

**L**AST October, a new public affairs program entitled "Spectrum" was premiered on Station WTVM, Columbus, Georgia. Dealing with recent efforts to locate and recover one of the few remaining Confederate gunboats, the program was written, filmed and produced by two members of the Channel Nine News Department. Two days later, a local judge commented on the program, complaining that a network program had been shoved aside for a local program of, he thought, lesser importance.

• Since that first "Spectrum," there have been twenty-three others, in addition to three special documentary reports on major news stories. The once critical judge now admits he prefers "Spectrum" to the network program.

Whenever a local television station embarks on its own series of public affairs programs, there is always a question of providing the audience with entertainment or information. Since last fall, WTVM and the "Spectrum" staff, have sought to combine both into one program.

## WTVM's "Spectrum"

# Locally Produced

By NORMAN

The program is broadcast live every Sunday evening at 6 p.m. Normally it is tailored for a twenty minute period with the remaining ten minutes set aside for a brief wrap-up of Sunday news. The subject range of the program is, as the name would imply, limitless. The one principle governing the subject and the program's production is "keep it informative, but keep it entertaining."

• In discussing this problem, one might well be reminded of the old question of whether a tree, falling in the woods, with no one around to hear, makes a sound. The same principle would apply to any program aired on television. If the program cannot hold the viewer's attention, its message is lost and the film, time, and effort that went into the production are lost and wasted. The "Spectrum" format is designed to hold an audience and, while furnishing the information, keep the audience interested.

From inquiries made by the station's management, it is indicated that WTVM is the only station in Georgia or Alabama, and perhaps in the entire South, that films and produces its own documentary each week. An official of a larger station recently commented that such a program is impossible. This challenge—a desire to do the impossible—has provided much of the inspiration that resulted in the program and its concept.

The staff of "Spectrum" consists chiefly of two men: the author, who writes the program and who doubles as its host, and Frank Holbrook, who shoots and edits almost all of the film used (about 1,000 feet of film is used

each week), and who serves as coproducer along with Bishop. The program is filmed on a week-to-week basis. Because of news requirements, this means an average program will be planned on Monday, but no film actually taken until Wednesday morning. The final scripting of the program and editing of the film is accomplished early Sunday afternoon. Such a schedule is a necessity because of news requirements, and because it allows the program to deal with stories and events that are directly tied in with the current news interest. In addition, the program is so designed that, in the event a major story breaks during the weekend, the planned "Spectrum" can be shelved, if necessary, and a complete report of the more recent news event carried in its place.

• Just such a story broke the morning of February 25. It was a Saturday and plans had called for the piecing together of the "Spectrum" film, and for the writing of a tentative script dealing with the local airport facilities. The night before, the Columbus and Phenix City area had been dealt a double blow by the weatherman. First, a small tornado ripped its way through an outlying section of Phenix City, then rain followed bringing flash floods to the entire area. The news staff had worked until nearly midnight on that story.

Early Saturday morning, low lying sections of Phenix City, Alabama, just across the river from Columbus, were threatened by rising water from creeks that had been backed up by the swollen Chattahoochee River. Then an announcement came that the river would crest at around fifty-three feet. This



# Documentaries

## BISHOP

level is considerably above flood stage for both cities and threatened a worse disaster than the area's last flood in 1929. It was the start of the year's biggest local story.

As the "Spectrum" staff entered the station, this news was beginning to break. News Director Weyman Brooks earlier that day had left Columbus for Atlanta, and knew nothing about the flood. Grabbing handfuls of 16mm film, and two cameras, Holbrook and Bishop headed for one of the two bridges that connect the two cities to get pictures of the river. It was the beginning of a thirty hour ordeal.

● By the time the WTVM news cameras arrived in Phenix City, the low lying homes were flooded and evacuation work was well underway. Bishop secured a ride in a rescue boat and began filming that phase of the crisis while Holbrook left for a local airport to get aerial footage up and down the river.

### BEHIND THE BYLINE

A native of Tennessee, **Norman Bishop** moved to Athens, Georgia and was graduated from the University of Georgia with a bachelor's degree in journalism in 1955. After serving as a pilot in the United States Air Force, he became news director of Station SDAK in Columbus, Georgia. Last September he joined the news staff of Station WTVM in Columbus. He was editor of his high school newspaper and has worked on the Athens *Banner Herald* and the Cairo, Georgia, *Messenger*. He is a member of Sigma Delta Chi, is married and has two children.

● Within thirty minutes, a decision was made to try to produce a special "Spectrum" for 7 o'clock that same night. As the first three hundred feet of film was rushed back to the studios for processing, other members of the WTVM staff gathered to offer their assistance to the news department. Announcers cleared and broadcast the on-the-spot reports from the news staff, and handled the Civil Defense and Red Cross bulletins. Others grabbed a portable tape recorder and rushed to the scene to get interviews with evacuees and with officials.

In Atlanta, News Director Weyman Brooks checked with the regional weather bureau and with other official agencies, and fed telephone reports on the overall picture as well as on the prediction.

As the program began, sponsored by a local dairy, the last feet of film were being spliced into place and rushed in to the projection room. Miraculously, the program was aired, and the timing was right to the second.

● The next afternoon, the previously planned "Spectrum" program was carried, followed later that night by a wrap-up of the flood story. The crisis had passed for Columbus, Phenix City, and for the "Spectrum" staff. Some 2,000 feet of film and close to 200 man hours of work had succeeded in keeping local residents up to date with the developing crisis, and possibly decreasing the number of sightseers hampering rescue operations.

As one staff member commented: "Just add a little river water, and you have an instant 'Spectrum.'" One hour and twenty minutes of documentary



NORMAN BISHOP

programming had been completed with 30 hours work.

A lot of valuable lessons were learned during the flood coverage. Revisions were made in the news department's emergency plans. Now the staff is keyed to cover such stories and to produce special documentaries as this in a minimum of time, with a maximum of coverage and detail. Only one opportunity has been available to test the new procedures, but when a small tornado struck Columbus on Good Friday, a five minute report, mostly on film, was aired just over an hour and a half after the storm first struck.

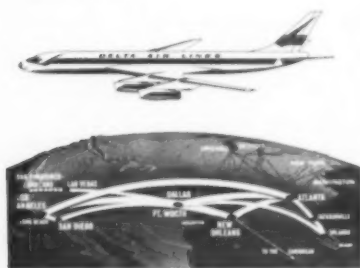
● But such instant programming is not the rule. While it is true that the week-in-week-out programs on "Spectrum" are shot over a period that averages three days a week, most are roughly planned before the shooting of film begins. Because of the lack of time that can be devoted to the program, "Spectrum" is necessarily a matter of skimming the cream off the subject. As one of the subjects once commented: "It's sort of a shotgun format . . . it spreads all over the subject." Yet this, too, is in accord with the concept of the program. If the viewer, after seeing a program concerning a subject, is given a good general idea of the agency or subject with which the program dealt, then the objective was achieved. No one can become an expert on a subject by merely watching a twenty minute program.

The natural follow-up question to a statement such as that would be: "Can a twenty minute program have impact or show results?" In the case of "Spectrum," it has. Some weeks ago, working from research information provided by Holbrook, and basing a large part of the program on an interview with

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West Coast



a prisoner at the local jail, "Spectrum" attacked the sometimes "hot" question of local illegal drug traffic. The prisoner was an admitted user of such drugs as amphetamines and demerol, and agreed to tell the story of local drug peddling and usage for the WTVM program. An inspector from the Federal Pure Food and Drug Administration office in Atlanta also appeared on the program with exhibits of confiscated drugs. The next day, as a direct result of the program, the Columbus City Commission authorized funds for the training of a member of the Columbus Police Department in the investigation of drug cases. Such training had been requested two years earlier by local grand juries and by editorials in the local newspapers. The officer begins classes this July.

• The appeal of the program is the identification with local persons, activities and organizations. Through the magic of the motion picture camera, the audience can sit at home and witness their local police department in its daily routine, and thereby more easily recognize and appreciate its problems and its capabilities. Through "Spectrum" the audience can visit a missile center, watch a civil defense drill, or witness the innermost maneuverings and discussions of the state and local government.

This past January, the Georgia Legislature began its new session with the great problem of impending school integration and state laws that called for closure and abolition of the public school system should such integration occur. Holbrook and Bishop were in Atlanta for the opening activity. There were two reasons for this coverage. The first consideration was from the standpoint of news. Secondly, a "Spectrum" dealing with the school crisis was planned for the following week and interviews were needed with key state leaders. As it turned out, the Georgia school integration crisis developed and was passed during the first three days of the session. As the legislators met and talked, and as the first Negro students entered the University of Georgia, the "Spectrum" cameras recorded the action. Most of the film was flown back to Columbus for use on the news programs, behind the telephone reports furnished from the scene. Holbrook and Bishop returned to Columbus early Thursday afternoon, January 12. The night before, students at the University had staged a riot. But the crisis had been solved, at least temporarily. With only five hours before air time, a script was carefully outlined and written, as segments of the film shot earlier in the week were edited and spliced to-

gether. That was the first special report. Though the program won no awards and was unsponsored, a wave of telephone calls, offering praise, made the effort worthwhile indeed.

• In preparing the average "Spectrum" program, the staff usually begins its planning in discussion with persons directly connected with the subject to be dealt with in the program. For example, prior to the start of a recent report on efforts by the school system to train and aid handicapped children, several hours were spent with the director of the program, determining what facilities would best lend themselves to silent, sound film or tape recorded segments. With this as a basis, a general outline was prepared, and the filming begun. A problem often develops when, for example, a specific camera shot proved impossible. This is the reason that no final script is written until after all film has been taken. Improvisation is a key word in "Spectrum" filming and planning. Any program can be improved, and if a better idea is suggested, it is readily incorporated into the format. Once the film has been secured, and after it is processed, it is carefully and critically previewed. Then the final script planning begins.

As is no doubt true with operations involving more than one person, there is always a degree of disagreement concerning the treatment given portions of the program. While some of these disagreements become quite heated at times, out of them usually come the final plan, which quite often is better than either of the contradictory ideas. With such constant reappraisal and changes the end program truly is a joint effort. No single phase of any program can really be traced to either member of the "Spectrum" staff. It is a staff venture, with a little of both members going into each program.

• A point that has caused much comment has been the background music used on most programs. This problem probably is also the most difficult. As is the case with any effort, some programs from week to week are not as strong as others. Sometimes much needed film or sound did not come out as planned. To fill this gap, the use of music comes into play. From the start, "Spectrum" has sought to maintain a progressive, modern, and up-to-date atmosphere. To assist in this image, most of the music used is a form of jazz. The chief problems in selecting such music is in finding just the right recording to fit the mood and timing of the film. There is no easy way to solve this problem.  
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# Candor Is Navy's New Public Relations Policy

By HORACE BARKS



Rear Admiral Dan Smith, Chief of Information for the United States Navy, at left, is interviewed by Elton Fay of the Associated Press.

**A** PROFESSIONAL military man can never be sure where his next assignment will lead him. Ask Dan Smith, a much-decorated Naval aviator who last year found himself with the job of Navy "Chinfo" (for Chief of Information).

Describing with candor his feelings last year when he was interviewed for the job of the Navy's top press chief by the then Undersecretary Fred A. Bantz, Rear Admiral Smith admits that he told the Undersecretary that he would have preferred a command at sea. He still would.

But the tall, friendly Texas-born wearer of the Navy Cross obviously likes his present assignment, even though at times he gets caught in the crossfire of Department of Defense directives and press criticism of the news policies on the New Frontier. Despite this, in the nine months he has been in his present post, he has won the respect of Washington newsmen for being fair and impartial in a difficult job.

• "I expect to see my name in print occasionally in news stories that are less than flattering to the Navy," Admiral Smith said. "There's one thing you learn fast in this job—that you can't be thin-skinned."

In the first interview of this nature

that he has granted since moving into the spacious office he occupies in the Pentagon's outer "E" ring (close by the offices of Secretary of the Navy John B. Connally and Chief of Naval Operations Admiral Arleigh Burke), Admiral Smith discussed some of his experiences which, he believes, have helped him in his present assignment.

• One of these was the advantage of a year's experience in the Pentagon as Assistant Chief of Naval Operations (Fleet Operations). "Knowing where to go and who to see as well as having a familiarity with Navy operating problems has been a valuable experience," the Admiral pointed out.

Just as helpful, believes the Admiral, is the working knowledge of the newspaper business he picked up during a tour of duty as commanding officer of the carrier *Randolph* a few years ago. Newsmen attached to the Sixth Fleet in the Mediterranean were assigned quarters aboard the *Randolph*, and Admiral Smith, then Captain Smith, came to know many of them well. "One thing that impressed me was how dedicated they were to their work," he recalled. "News reporting, I learned, is a way of life, and these men wouldn't have considered doing anything else."

Today, Admiral Smith sees newsmen daily, especially some of the Pentagon

regulars, men like AP's Elton Fay and Mark Watson of the *Baltimore Sun*, to name two of those who keep in touch. Chinfo's office is directly over the Pentagon press room two floors below.

"Good reporters have phenomenal memories. There's only one way to gain their confidence and maintain it. That is to be honest and truthful, even if it kills you," said Admiral Smith. He gave much this same advice recently to a group of senior Naval officers attending the Naval War College in Newport, Rhode Island.

Teaching good public relations to Naval commanding officers is another of Chinfo's responsibilities. "The press and all media in this country have become such an important part of our way of life that it is essential for all senior officers to understand the need for co-operating with the press as fully as possible," the Admiral said.

• Talking to the Naval War College students, Admiral Smith said:

"Reporters do not expect you to reveal classified information. They know very well that you cannot. They will accept it gracefully if you decline to answer a question because the answer is classified. They will murder you if you use security as a device to keep from answering unclassified questions which might be embarrassing.



"The walls of the Pentagon are covered with the hides of top officials who tell big lies to newsmen."

• A classic Navy public relations case history describes the actions of a high command in withholding news of a ship that had run aground near a busy highway bridge in full view of passing motorists. "The public information officer would only release it to the newspapers," said the commanding officer. The decision backfired because the newspapers, putting together what facts they could, published stories that gave the impression the Navy was trying to cover up a ship captain's bungling. Actually the ship had gone aground in a dense fog with zero visibility and was pulled off without damage.

But today, Admiral Smith contends, most high-ranking Naval officers are aware of the importance of good press relations.

"Certainly all our Fleet commanders are public relations conscious," he said. "One of our biggest problems is rotating our Fleet public information officers. The Fleet commanders never want to let these men go."

In the Navy today there are about two hundred officers performing full-time public information functions, but only eighty of these have been designated as "specialists." More than five hundred enlisted men have a "Journalist" rating. Most of the journalists edit ship or station newspapers or assist public information officers.

• Admiral Smith prefers to think of his primary responsibility as public "information" rather than public "relations." "The President of the United States and the Secretary of the Navy set the public relations policies. In the Office of Information, we do the work to carry out these policies," he said.

Assisting the Admiral, a few steps away in the inner "D" ring of the fourth floor of the Pentagon, is the Office of Information. Here more than one hundred staff members—composed of about fifty officers, fourteen of them public information specialists, forty-five enlisted men, including eight "Journalists," and a few civilian information specialists and clerical assistants—perform a variety of services. There are separate departments for news (the largest section), magazines and books, audiovisual, speech engagements, civic organizations, guest cruises, exhibits, community relations, and internal relations.

At Great Lakes, Illinois, there is the well-known Fleet Home Town News Center, whose news releases are familiar to newspaper desk men the country over. Also located at Great Lakes is



HORACE BARKS

the High School News Service, run by the Navy, but which mails Armed Forces feature material to 13,000 high school newspaper editors.

• The history of Navy public information can be traced to 1917 when a Navy News Bureau was opened in the Office of Naval Intelligence. It wasn't until 1941, however, that an organization comparable to the present Office of Information was established. Until 1950 it was called the Office of Public Relations. Its chiefs have included some prominent Naval officers, such as Captain Leland P. Lovette, author, and Rear Admiral Harold B. (Min) Miller, now public relations director for Pan American Airways and currently president of the Public Relations Society of America.

#### BEHIND THE BYLINE

While on active duty at the Office of Information in the Pentagon, **Lieutenant Commander Horace Barks**, United States Navy Reserve, wrote this article for THE QUILL. He is the commanding officer of Naval Reserve Public Relations Company 9-3 of St. Louis. He was graduated from Westminster College, Fulton, Missouri, and earned a master's degree in journalism at Northwestern University. After magazine work in Chicago he became editor and publisher of the *Grocer's Digest* in 1948 and in 1951 he moved it to Missouri. He is a frequent contributor to business publications and is a past president of the St. Louis Professional Chapter of Sigma Delta Chi.

Navy Chinfo Dan Smith operates under more restrictions than his predecessors. Today Navy news—like that from all the services—is released through the office of the Assistant Secretary of Defense for Public Affairs. ("The Secretary of the Navy—who says he wants 'the best informed Navy in history'—and the Assistant Secretary of Defense are on a collision course over information policies," reported *Navy Times*.) The Administration now reviews speeches by senior military officers before they are delivered. Navy information policies themselves have made headlines in recent months.

"Our problems have been exaggerated," Admiral Smith said. "We have had no complaints from officers who have understood the reasoning behind these directives. Military people shouldn't be singled out for criticism."

• The Chief of Information says he agrees with the recent directive that restricts speech-making by high level brass to military subjects—i.e., no comments on foreign affairs, anti-Communism, etc.

"Few people today who make speeches about Communism know what they're talking about. Even though I have read several books on Communism, including some of Marx and Lenin's most difficult passages, it would be ridiculous for me to set myself up as an expert on the subject and go around making speeches about it," he said.

Adverse publicity doesn't bother Admiral Smith. He doesn't let it. Even when he believes a story contains some inaccuracies, he refuses to, in his words, "make a federal case of it."

"Each day I receive calls from people who want me to demand a retraction or an apology from some well-known columnist, or to write a letter to an editor," the Admiral said.

• He advises Navy officers to "take the long view." When they understand the nature of news and the speed with which it must be transmitted, he believes they will appreciate the difficulties under which the press often operates. Occasional inaccuracies, he points out, are seldom worth the effort it takes to demand "nit-picking corrections."

"There is nothing older than yesterday's news," he told the students at the Naval War College when he addressed them. "If we stir up a controversy, we may blow the story up way beyond its normal proportions."

"The best action to take," he advises, "is to make sure that we get our story in first—and get it right."

This was the way the Navy handled

(Turn to page 19)



# Motivation Research Can Help Newspapers

By MARTIN L. GIBSON



MARTIN L. GIBSON

**N**EWSPAPERMEN as a group are among the first to see the more sinister aspects of this business called motivation research. And, as a group, we are quick to sound off against these people who tell us the hidden reasons we have for choosing one brand of toothpaste, say, over another.

After all, it comes as something of a shock to be told that you buy Jones Brothers Royal Blue toothpaste because of a desire to be a king, probably with a large harem. Chances are, all this time you thought you were buying the stuff because it did a better job of scraping the fur off your tongue each morning. The point is, however, that these motivation researchers have run across something we could put to good use in the newspaper world.

• Instead of editorial brimstone, we should give these people our attention. They can help us sell more and better newspapers.

Moreover, we can steal from the MR boys all day without any great expense. They have done the spadework. Although some of their work borders on the ridiculous, to be sure, a lot of it is valuable. And that value is seen primarily in creation of a public image for a newspaper.

That is, just what does your public think about this newspaper you put before them? Your newspaper has a personality all its own, whether your circulation is two thousand or two million. For some persons, the newspaper is a friend, for others it is an undesirable but necessary companion.

We are all familiar with research data showing that commuters, for example, will stick with "their" newspaper every day despite screaming head-

lines displayed by the competition. Although most of us operate without direct competition, a favorable public image is no less desirable if we want to do an effective job. A favorable image doesn't do much harm in the advertising department, either, for that matter.

• Actually, creation of such an image is possible whether we pay homage to Freud and the MR crew or not. This image is built up by work done in the editorial room every day. Trouble is, too often newspapermen aren't concerned with what people think about their product. Too often a day's work consists of little more than an attempt to fill forty columns, or 140, and get the latest news on the street in a hurry. The idea is to get it out—the public is waiting for whatever comes. Too often we overlook the fact that we sell our nameplate each and every day. In competitive cities, this is of obvious importance.

## BEHIND THE BYLINE

**Martin L. Gibson**, formerly a copyreader for the *Chicago Tribune*, has been a copyreader for the *Houston Chronicle* for the past year. Following his graduation from North Texas State College at Denton in 1955, he worked as sports reporter and deskman for a year on the *Galveston, Texas, News* before serving a two-year Army hitch, including service in Germany as editor of a division weekly. He was wire editor of the *Galveston Tribune* for several months until he returned to school to earn his master's degree at Medill School of Journalism, Northwestern University.

In the more numerous monopoly cities, it is of less noticeable importance, but of no less import. Because, unless your newspaper has a favorable image in the public eye, your editorial policy and your advertising are not as effective as they could be.

But to get back to motivation research. The high priests tell us that along with their toothpaste, automobiles, etc., they are selling a number of other things. Included are emotional security, reassurance of worth, ego gratification, creative outlets, sense of power, sense of roots, and immortality. Now, it may be hard to shoehorn all those things into a day's editions and still have space for news, but there is room for some of them. Over the long haul, we may be able to find a place for all.

The "successful" newspaper, then, will reflect some of these hidden persuaders in its personality. First to mind among personality characteristics a newspaper needs to pull and influence readers are courage, fairness, and interest in the community. No, there is nothing new in that formula. Those traits have been called admirable since the beginning of the language. But there are a lot of newspapers that fail to get a "courageous, fair, and interested" label from their readers. Does yours?

• The beauty of the task of creating a favorable public image is its simplicity. But it happens that personality traits considered proper for newspapers can be possessed only if similar traits are shown by staffers. If you have no interest in your community, it is unlikely that any interest will be apparent in the newspaper. But if you have a vigorous

staff, given to knocking on closed doors to find out what is going on—well, you get the drift.

Look at it from the reader's point of view, using MR-tinted glasses. He wants emotional security. He gets it, in a measure at least, if he knows his newspaper is fulfilling its watchdog function. Now, a reader doesn't use the word "watchdog" in thinking about his paper; that word is reserved primarily for journalism banquets and speeches. But the reader is aware that his newspaper is willing to safeguard him from shenanigans at city hall. The reader is aware of the job his paper is doing to protect his health by looking in regularly on city sanitary conditions. He is aware that his newspaper has set itself up to see that things are run properly in the city, and that, if there is any tomfoolery, the newspaper will bring it to his attention.

He is aware of these things, that is, if the newspaper is fulfilling its role. And from this awareness comes a sense of emotional security.

• Motivation researchers use the "reassurance of worth" pitch in various ways. They have learned, for instance, that women shied away from early cake mixes because the mixes called for addition only of water—meaning that the woman was not really important in preparation of the cake. The new mixes need eggs and, often, milk. The housewife adds these ingredients, even though the new-mix cake costs more. She is getting reassurance of her value as a cook. And the boys at the cake mix factory are keeping busy filling orders.

Don't scoff. The MR people haven't overlooked the male side of the house. There is more than a handful of motivation research behind the home workshop that occupies the spare time of so many of us.

It is not overly difficult to sell readers on their reassurance of worth. In the first place, there need be no element of deception, no unnecessary egg for the cake mix. Readers are people and are consequently needed to get things done. A newspaper can rant and rave, but it accomplishes nothing if there are no readers backing its stand. A newspaper trying to influence public opinion does a better job if its readers realize their importance in a situation.

An apathetic public is the bane of newspapermen. There is only one way to overcome apathy: Present the situation and let readers know their help is needed in changing it. Readers do not have to march in torchlight parades to exert their influence; they can do it by weight of opinion. Thus John Q. sees his paper as a personality—a friend—that will tell him how things stand and

will call on him for help when changes are in order.

• Reassurance of worth is somewhat akin to "ego gratification," the third selling point on this MR list. In essence, the newspaper that offers ego gratification does little more than take a direct interest in its readers and their community. But this must be more than lip service. The proper public image is created when John Q. honestly believes your newspaper is thinking of *him* in its reports. Yet, how many of our stories are written, albeit unconsciously, for a select group? A minute audience? Some stories must be so written, but more stories should be written with the reader in mind constantly.

Also related are the "creative outlets" mentioned by motivation researchers. These can cover everything from political action to the hobby section. It boils down to a presentation of informational material that will call forth mental effort from the reader, will give him a chance to make up his own mind, to do something. This facet of the newspaper's personality is one of objectivity: "Here is the information; what do you think?"

In the sense that a newspaper holds a "position of power" in the community, so does our citizen, if he can ally himself with the newspaper. The paper derives its power only from its ability to persuade readers to act upon given situations. A newspaper gives its readers a position of power in that it serves as a focal point for public opinion. The reader of an effective newspaper says: "I think so and so; the paper is saying it for me." The image, then, is of a personality that will speak up as if it expected things to be done and will say things the reader would like to be able to say.

• The "sense of roots" selling point is no harder to work into a newspaper's public image than any of the others discussed here. Of primary importance is an interest in the community. The newspaper that is written and edited with an eye on today and tomorrow cannot help but lend a sense of roots to its readers. A newspaper can be a stabilizing influence on any community if it helps its readers realize that the community is a good place in which to live. The newspaper must say, through its personality: "There are good things and good people in this town. I am here by choice and I am here to stay. I don't ask changes just for the hell of it but, rather, because my town will be better because of these changes."

So, your newspaper does have a personality. People read it or reject it

because of that personality. Some will side with you, some against you—you cannot do a decent job and have everyone's praise. Newspapermen have been creating favorable public images for their papers without paying the slightest bit of attention to motivation research, which is well and good.

Everything above actually comes under the heading of good newspapering. I have listed some of the unconscious reasons readers have for buying and approving newspapers. It is up to you to take advantage of those reasons.

Left out of the list of motivation research needs is the selling point of "immortality." Frankly, that may be just a bit more than a reader should expect at home delivery prices.

## "Spectrum" Documentary

(Continued from page 14)

lem, it simply takes hours of auditioning stacks of records and roaming through local music stores until the right record is found.

Two men handle the directing duties for "Spectrum." Charles Gassett and Don Watson have several years experience at WTVM, and both have become integral participants in the final "Spectrum" planning. Through their efforts and coordination, the numerous problems concerning production and special effects are solved with a minimum of difficulty.

• "Spectrum" has never lacked for cooperation among the members of the station's staff. The program, during its twenty-three week history, has truly become a station project. Efforts from other members of the WTVM staff include frequent suggestions for theme music, and for possible subjects for future programs. General Manager Frank Ragsdale has spent a good many hours in preparing a large scrap book on the program, outlining its history, telling of its accomplishments, and illustrating the effort that goes in to every program. While the program is chiefly the effort of the two man staff, it could not succeed without the help and encouragement of others.

"Spectrum" film has been shot from the back of Army tanks, from trucks, from planes, and once even from the top of a water tower. In the future, this range of activity probably will increase, as will the range of subjects covered.

The present audience of the program is not known. A survey is being taken at this time that will be able to give a better indication. Such a survey taken after "Spectrum" had been on the air only two weeks showed the program garnered a rating of fifteen against an established network program on the other station (CBS's "Person to Person") which had a rating of eighteen. Indications are that the new survey will show a sizable increase for "Spectrum." The station management has commented that no program, local or network, has ever created as much interest and comment as "Spectrum."

- The field of local public affairs programming, especially from a documentary approach such as is used on "Spectrum," seems to be a wide-open field. Its importance to a station's programming can be great. No one is as interested in the happenings elsewhere in the world or country as they are in the happenings just around the corner from their home. Every community can furnish weeks of interesting, thought-provoking subjects that lend themselves readily to television programming. The principal cause of a reluctance on the part of local stations seems to be a fear that the effort and time cannot be risked or spared. "Spectrum" has proven that it can be produced and edited in conjunction with normal news operations. Of course, this has not been true in every case. There have been weeks and moments when the two demands were in conflict, and as a result one or both have suffered. But, from the standpoint of audience, prestige, and influence, "Spectrum" has thus far paid its own way, although it has not always been sponsored. The "Spectrum" staff is not benefited by having better equipment than the average station. The chief limitation has been the sound-on-film equipment. At this time, the camera used has a capacity of only 100 feet of film—enough to last nearly three minutes. This requires much film

changing, and often the breaking off of an interview in the middle of a sentence, to be continued on the next roll. Despite this handicap, the programs have been filmed and, from all indications, they are successful in their intent.

The problems involved in the week to week planning have become minor ones now. At the present, several local agencies are standing by, waiting for the next open date to present their story to the public via "Spectrum." Subjects for the next six months are listed on a schedule, and supplement the suggested programs. If the programs suggested by the public at large prove vital and interesting, and if they offer themselves to good film coverage, it is very likely that they will be featured at a future date.

- Some of the "Spectrum" programs are serving double duty. The Army recently requested a copy of a program dealing with the Airborne School at nearby Fort Benning. If arrangements are completed, the film will be incorporated into an official training film. Footage from a "Spectrum" dealing with a Public Health Service project to immunize all of Columbus with polio vaccine will be used in a documentary by the Health Service elsewhere in the country. In addition, the Army was so impressed by the production techniques utilized on "Spectrum" that it has requested a program dealing with its latest twin engine transport, being tested at Benning, for use in a documentary for national release. Some of the film gets addition. Use on newscasts.

WTVM has proved with "Spectrum" that a locally produced and locally oriented television program can be both educational and entertaining, and it has proved that such programs are practical, even for a small station. There are more than a million viewers in the WTVM area; "Spectrum," therefore, has more than a million stories it could tell.

## Latin American Press

(Continued from page 11)

Most countries have at least one journalism school, and some have a number of them. Valuable special education courses are being provided by the International Centre for Higher Studies in Journalism for Latin America (CIESPAL).

Needed are the additional training of teaching staffs, the development of textbooks, the extension of journalism courses. Seminars on communications research must be started. Correspond-

ence courses are needed for personnel on the field. Institutes or universities should become clearing houses for new information methods. International organizations should make liberal provision for seminars, fellowships and awards for editors, publishers and reporters.

Another problem is that of newsprint. The average per capita consumption in Latin America is 3.2 kgs., compared to ten-plus in Western Europe.

Consumption is expected to triple in fifteen years, reach 1.7 million tons by 1975. Five Latin American nations produce newsprint so the region will continue to depend on imports.

There is a scarcity of up-to-date printing machinery, which is costly to import. The need is for reconditioned equipment—freed by custom duties and made available on easy credit arrangements—in less developed countries.

The need exists for lower postal rates for publications mailed in the region.

The Organization of American States and the International Telecommunication Union are seeking to help bring into being RIT—the Inter-American Telecommunication Network. RIT will make it possible to link stations for simultaneous transmission of live programs to people throughout the continent.

"It will permit the exchange of news within the region at costs initially comparable to those in Europe and later, as traffic expands, at even lower costs." RIT could pave the way for a single uniform rate for press messages among any two points in the Americas.

Journalism has the most significant role of any social institution in promoting the general welfare in Latin America. The press can re-build a united Americas that can be strong enough to preserve the peace and forge a creative future.

## Navy's New Policy

(Continued from page 16)

the arrivals of the submarine tender Proteus and Polaris subs George Washington and Patrick Henry at Holy Loch, Scotland. Some officers had advised a news blackout because of the opposition from pacifist groups. Just slip in during the night. But wiser heads prevailed, and more than a hundred newsmen were taken aboard and escorted by well-briefed officers. Stories praised even the coffee which one British writer termed "the finest in the world."

The Navy should have a planned program of information policies to build public confidence and to increase public understanding, the Admiral believes, not merely a program of press agency to reach short term goals like new carriers, missiles, recruits "or to put out public relations fires."

"Fires are costly," he said. "The smell of smoke and charred wood lingers on."



# Crusade in Florida

(Continued from page 8)

Most curious of all was the reader response to the issues themselves. The questionnaire asked opinions on specific matters on which the paper had taken a stand. *Without exception, the readers backed us overwhelmingly.*

For example, we had favored a public hospital open to the patients of all licensed, reputable, practicing physicians (as opposed to a "closed shop" imposed by established doctors).

The vote was:

Open to all .....	369
Up to doctors .....	22

In a series of stories we had criticized the County Zoning Board for its action regarding location of a proposed industry. The vote:

Board right .....	111
Board wrong .....	255

Someday, perhaps, I'll understand official callousness to pitiful human needs. Now I'm puzzled. On a busy Saturday morning of May, 1960, a young roofing worker came to the newsroom and asked to speak to me. I was fighting a deadline, but something told me he had an urgent message. His plea was so shocking I couldn't believe it at first. His 17-year-old wife—the mother of their tiny baby—had a nervous breakdown and was awaiting transfer to a mental institution. Since the county had no facilities for the care of the mentally ill, she'd been confined to the county jail. She ripped the mattress, and attendants removed everything from her cell—cot, mattress, chair, even the commode seat. The sick girl spent a nightmarish five days and five nights with only a damp concrete floor to sit or lie upon. No doctor visited her and she was given no medication except aspirin tablets.

• I checked the story out, found it true, and printed it on page one. Then I located the State Attorney, Gordon Oldham, and the two of us placed a call to the state hospital. We persuaded the director to issue an emergency order, and in a matter of hours the young mother was speeding toward the hospital. She is now home—completely cured.

Did the County Commissioners take

immediate action? They did not—even though one hospital publicly offered a ward without cost if the county would agree to spend about \$1,000 for equipment. Instead, the Commissioners tried to find out why this Leesburg editor was so angry with them that he'd print unfavorable publicity!

At the time these officials were ignoring basic human needs, they were discussing plans (since tabled) for a million dollar-plus lakefront Courthouse center that would be the architectural envy of all Florida!

As this is written, the mentally ill continue to be treated as common criminals and locked in the cells of a crowded, obsolete jail. This I promise—the people are going to hear more about it.

• Perhaps the world's most puzzled individual was the liquor dealer who came to my office and tried to purchase a favorable editorial during a wet-dry referendum campaign.

"Can you find me a back copy of the paper?" he asked, and mentioned the date. I found the paper in the files and handed it to him.

"Sorry, I don't have any change," he said, shoving a hundred dollar bill over the counter. "Anyway, I've been looking all over for that paper and it's worth a hundred, so go ahead and keep the change."

Returning the bill, I told him the price was a nickel, adding that if he didn't have change, he could buy me a cup of coffee sometime. Next day, the paper came out strongly for legal liquor sales—which, of course, was precisely what the fellow wanted. He died a year or so ago, and I'm sure he went to the grave sorely puzzled by a stupid editor who would turn down money and then, for free, take the action the money was supposed to buy. No doubt he lost all respect for the intelligence of journalists.

• Our bar owner isn't the only confused reader. I've found that, by and large, people in the smaller communities are jealous and a little fearful of the power of newspapermen. Some fail to grasp even the basic concepts of journalism. They'll bring in an engagement story, a club notice or social item and then dig into their pocketbooks asking, "How much do I owe you for putting that in the paper?"

These misunderstandings are due in large measure, I am convinced, to the miserable public relations job of the newspapers. We busy ourselves promoting the activities of others and spend little time educating readers on the function of a newspaper. Some of us put in a canned editorial or two during National Newspaper Week and do nothing the other fifty-one.

• There is a notion, for instance, that a businessman who doesn't buy big ads has little chance of getting a legitimate news item printed. A man recently elected to office in a civic club asked me quite seriously what amount it was customary to tip a newspaper photographer who came to take club pictures.

Even so, when the little fellow gets in a jam, or feels trampled, he'll turn to the newspaper. Late one Saturday night in Tampa, a young man came in the *Tribune* newsroom and complained that he'd been defrauded by a local business firm.

"I want you to put it in the paper," he said. "I want everybody to know about it."

• This was his account: "I'm a merchant seaman from Mobile, and I have the weekend here in Tampa, see? Well, not knowin' anybody, I get to lookin' for some—well, female companionship. I was walkin' up Franklin Street when I see this doll, real-nice built. I give her the eye, and she gives me the eye. Then she turns into a place with a sign on the door that says Massage Parlor. Well, in Mobile everybody knows what that means, so I follows her to the top of the steps—the joint was upstairs—and then asks her how much. Five dollars, she says. It sounded okay so I give her a fiver."

He paused and sighed for effect.

"Do you know what happened?" he asked. "That damn woman gave me a massage!"

Yes, there is comic relief, but it doesn't come often enough to offset the buffeting, the loneliness and the social pressure a digging newspaperman must endure.

• Yet when he's ready to say to hell with it and get himself a cushy public relations job, something usually happens to keep him in harness a while longer.

A few months ago I'd become convinced my existence had lost all meaning, and then a letter came in the mail:

"For several months we have been enjoying your *Daily Commercial* and wish you continued success. It seems to us you accentuate the positive, the worthwhile things, leaving unnecessary criticisms to others. We should also like to commend you, your paper and the City of Leesburg for recognizing the Negro people as human beings possessed of talents both good and bad, as do all other humans regardless of race, creed or color." (Signed Mr. and Mrs. C. M. Horst.)

So somebody *did* understand! At times like that you're sorry the mountain is there, but glad you are trying to climb it.



# Human Interest Reporting When Century Was Young

By MARSHALL BUICK

**I**N the late Spring of 1919 as soon as I got out of the Navy, I got a job on the staff of the old New York *World*. One of my first reporting assignments resulted from a tip-off that an East Indian knight was stopping at the Hotel Plaza. I was to get to his suite and obtain some idea about conditions in India and check persistent rumors of a big massacre when British or native troops had fired upon a crowd of civilians.

• The knight was easier to reach than I had anticipated, and I talked with him about political, social and economic conditions in India. He was cordial and patient as I displayed my rather limited knowledge of India. He introduced me to his wife, who was dressed in Indian fashion. With considerable pains and with keen interest in the subject of my interview, I wrote a column story.

The night editor was satisfied with the story and put it through. After wandering a bit around the city room, I went to the restaurant in the golden dome of the Pulitzer Building where *The World* was located. Soon Mr. Gay, chief of the copy desk, came in and sat beside me.

"I edited your story," Gay remarked. "That Indian must have been an interesting fellow to meet."

"Yes. His wife was interesting too, although I saw her only a moment. It was strange to see the diamond in a black setting on one side of her nose, and the thin white veil over her head."

"Diamond in her nose! Why didn't you say that in your story? Gee, man! You ought to have given a couple of paragraphs about her."

"You surely wouldn't want to include an inconsequential thing like a diamond in a story about conditions in India?"

"Sure we would. That's color. Human interest. That's the sort of thing we want to give our readers. Did you tell Jack Gavin about it? If you didn't I will. He ought to know about that."

The next day as I came into the city room, Gavin, the city editor, beckoned to me from his desk on his dais.

• "Say, why didn't you mention that diamond decoration in the woman's nose in your story yesterday?" Gavin complained. "We want more feature stuff from you. Plenty of human interest. Of course, it's all right getting dope on India, but we've got to dig up the stuff that will keep this paper the most readable sheet in town. Don't pass those things up."

A few days later Gavin gave me an assignment to go to a police station where there was the body of a man who had committed suicide. The police sergeant growled something to me about there being no suicide. He told me that "the guy just died—ordinary dying."

• I strolled back to the subway station. It was an unusually hot afternoon. As I stepped along on the shady side of the street, I halted opposite a fire-engine house where firemen sprayed a hose on a cluster of yelling youngsters. After a chat with one of the firemen, I wandered away telling myself that a fireman spraying youngsters on a hot summer day was an old story. But on the train I began to think about some of the details that the fireman had mentioned. Something like that might interest Gavin, I thought, and I began scribbling a story like this, which I finished at the office:

"Bill Emmett of Engine Company No. 54 on 47th Street, west of Eighth Avenue, discovered yesterday that, without conflicting with the functions of the Department of Health, members of the Fire Department may employ the hose to another civic purpose than putting out fires.

"Emmett has been spraying a host of kids from Eighth and Ninth Avenues each afternoon when he plays the hose on the floor of the engine house and



MARSHALL BUICK

street in front. Yesterday, seeing some ten or more dirty youngsters in the crowd, he produced a scrubbing brush and a cake of soap, which he threw to the youngsters, whom he jollied and coaxed into soaping their hair and feet and their bodies down to the waist.

"Some of the youngsters unused to the tickle of lather on the skin, and never introduced to the mystery of the scrub brush, were easily convinced by Emmett to take a chance.

"Jackie, a five-year-old boy, clad only in blue overalls, had to be dragged into the stream of water at the suggestion of Emmett in order to rid Jackie of his dark complexion with the aid of soap.

"I like to please the kids," said Emmett, 'so I just squirt the hose on 'em when I'm cleaning up on a warm day. I've been doing this most of the summer, but today I figured the kids might add a bath to the fun. And, Lord knows some of 'em needs it.'

"When it was suggested that he might find himself in conflict with the Department of Health, Emmett laughed, and said he guessed he'd pass the word to the men in other fire houses to encourage street bathing for children who don't get the opportunity at home.

"Since many of the American Bolsheviks are of 'the great unwashed,' the reporter thought he sensed a form of anti-Bolshevik propaganda. When this possibility was suggested to Emmett, he misinterpreted the idea.

"I ain't for nationalizing nothing  
(Turn to page 31)

# The Book Beat

## Careers in Journalism

ONE reason why newspapers have had trouble recruiting bright young men is perhaps a lack of eloquent persuaders to inspire the younger generation with what journalism has to offer. Now that lack has been eliminated by Arville Schaleben, managing editor of the Milwaukee, Wisconsin, *Journal*, who has written "Your Future in Journalism" (Richards Rosen Press, Inc., New York, \$2.95). This is a book which should be read by newsmen as well as by high school students considering journalism as a career.

Mr. Schaleben writes of his profession with an enthusiasm which is contagious. Newspaper work is his first love and he conveys his convictions with unmistakable zeal. He does not attempt to gloss over the unpleasant aspects of the profession, nor does he overemphasize them. He discusses the role of the press in a modern democracy, what is meant by the right to read and to know, and the service satisfactions of the profession.

There are chapters on the importance of a college education and a refreshingly frank and sympathetic appraisal of journalism schools. He offers down to earth advice to the young man or woman who wants to write, points out the specialties that are open, the opportunities and salaries and the various fields of journalistic endeavor. There is also a list of accredited journalism schools and a helpful bibliography for those who want to pursue their reading further. One of the best chapters in his book is entitled "Self Evaluation," which offers the tests the prospective journalist can apply to himself in deciding whether journalism is the right career for him. If you know of a young man or woman who may be interested in newspaper work, this is an excellent book to give. And you will enjoy reading it before you pass it on.

—C. C. C.

## Photos and Flesh

IT'S more art than photo-journalism, but a Japanese produced collection of photography from around the world, beautifully printed and bound, is good looking, its commentary good reading. "Photography of the World '60" (Ziff-Davis, New York, \$10) is an annual. The photographs overcome language barriers and transmit ideas and a cultural understanding. One section is a special history of nudes in photo-art.

All exposed flesh is female, which doesn't offend this reviewer, who finds the female form somehow more art-worthy than the menfolk kind.

—D. WAYNE ROWLAND

## Confederate Hero

AS might be expected the centennial of the Civil War is stimulating the production of and interest in books about that decisive period of our national history. One of the exciting books about the South and its heroes is "Knight of the Confederacy" by Frank Cunningham (The Naylor Company, San Antonio, Texas, \$5). The author, a member of Sigma Delta Chi, has chosen as his subject the story of General Turner Ashby, a cavalry leader of the South. The exploits of General Ashby and his mountain horse artillery have not received the attention they deserved. Mr. Cunningham corrects the omission in a stirring biography in which there are many glimpses of other revered names in the South, including "Stonewall" Jackson, "Jeb" Stuart and Robert E. Lee.

—C. C. C.

## Writer's Guide

EVERY reporter has tucked away in his mind an idea for a feature or a story that can be sold. A helpful publication for all aspiring free lancers is "Writer's Yearbook" (Writer's Digest, Cincinnati, Ohio, \$1). Edited by the staff of *Writer's Digest*, it lists more than 1,200 potential markets as well as informative articles on the writing and selling of both fiction and non-fiction.

## Provocative Background

WITH Eugene Burdick, William J. Lederer, Far Eastern Editorial Representative of the *Reader's Digest*, wrote "The Ugly American." In "A Nation of Sheep" (W. W. Norton & Co., Inc., New York, \$3.75), Mr. Lederer continues his indictment of our shortcomings abroad. He is critical of our intelligence services upon which official decisions must be based; of our foreign aid programs and of the withholding of information which keeps the true story from being told.

There are chapters which spell out our mistakes in Laos, in Formosa and in Korea and a scathing indictment of secrecy in government as well as pointed comments on the record of the press. The reader may not agree with all the author's conclusions, and in some

instances the impression remains that he has not told all of the story, but it is certainly a provocative and disturbing book, which deserves attention by those who report and comment on the news from abroad.

—C. C. C.

## More for Your Money

THE byline of Sylvia Porter is recognized by readers of financial pages from coast to coast. The financial editor of the *New York Post*, her daily column is carried in more than 300 newspapers in this country and abroad. Newsmen generally will be interested in "How to Get More for Your Money" (The World Publishing Company, Cleveland, Ohio, \$3.95). While most of the material has appeared in her columns it has been rewritten and updated and includes helpful advice on investing in stocks and bonds, how to go into business for yourself, how to beat inflation and what are the financial portents for the future. Her advice is sound and it is simply and interestingly presented.

—C. C. C.

## CLASSIFIED ADVERTISING

Rates: Situations Wanted .10 per word; minimum charge \$1.00. Help Wanted and all other classifications .20 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, THE QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

### HELP WANTED

WANTED—PHOTOGRAPHER—WRITER with creative flair for camera and words, ready for new dimension—filmmaking. Small internal film unit needs feature photographer—writer with deep desire to put talents to full use. Good salary. Resume, samples to: R. L. Applegate, Manager, Audio-Visual Department, Burroughs Corporation, 6071 Second Avenue, Detroit 32, Michigan.

WRITERS WANTED for immediate assignments in Business, Professional, Farming Fields. Box 1019, THE QUILL.

### SITUATION WANTED

College journalism teaching job wanted. Have M.A. in journalism from UCLA and 15 years' experience as newspaperman, including dailies, weeklies. Box 1045, THE QUILL.

### MISCELLANEOUS

YOUR PERSONAL STATIONERY—One Name Line, Two Address Lines, 100 Sheets Note-Sized Bond 100 Envelopes. \$3.65 plus 35 cents postage, handling. BER, 11139 McCormick, North Hollywood, Calif.

Layouts & type specification. \$5.00 per page. Personalized service. Specializing in trade publications with low production budgets. Write: Layouts, 516 5th Ave., N.Y.C. MU 2-4777.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE in the publishing field. Publishers Employment, 154 E. Erie, Suite 217, Chicago. Su 7-2255.

### FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 67 E. Madison, Chicago, Illinois.



# Sigma Delta Chi NEWS

NO. 104

JULY, 1961

## Schlaver Named New Quill Editor

### You May Now Deduct SDX Dues, Expenses From US Income Tax

Recognition of Sigma Delta Chi as a society of full professional stature has been accorded the 16,000-member organization of newsmen in a ruling by the Internal Revenue Service.

The agency declared that the national journalistic society, including its 137 Professional and Undergraduate chapters, is entitled to exemption from federal income tax under section 501(c)(6) of the 1954 Code. This section also exempts such organizations as the American Bar Association and the American Medical Association.

Although the society was changed 37 years ago from an honorary to a professional organization, it has been classified by the IRS as a social group.

The new ruling is based on the society's activities in helping to foster the education of future newsmen for all the media, sponsoring professional seminars and other programs, publishing *THE QUILL*, conducting a vigorous freedom of information campaign on state and national levels, presenting awards for distinguished service in journalism, marking historic sites in journalism, and generally uplifting the ethical conduct and professional standards of newsmen and news media throughout the United States.

Another factor in the ruling was the recent action by Sigma Delta Chi in changing its official designation from fraternity to society.

Of special note is the fact that annual dues, both National and local, as well as other necessary expenses incurred by members in promoting SDX activities, henceforth are deductible for income tax purposes.

"This means that National dues of \$10 actually will cost a member not more than \$8 and probably not more than \$5 or \$6, depending on his income tax bracket," Warren K. Agee, Executive Officer, pointed out. "The savings for our members will run from 20 per cent to 91 per cent."

Necessary expenses entailed by Sigma Delta Chis in attending conventions and other meetings that advance the society's

### Clarence O. Schlaver, Veteran Journalist, to Take Over July 1



Clarence O. Schlaver

numerous causes also are deductible, Willis D. Nance of the law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, stated.

Nance, who prepared the IRS documents with Agee, stated that such expenses are deductible *ipso facto* as a result of the society's being exempt.

"This should be a tremendous boon to all our chapters in obtaining greater support of their activities by individual members," Agee said.

SDX Headquarters already has provided approximately 140 mimeographed copies of a list breaking down the 137 chapters according to IRS districts and containing the names and addresses of chapter secretaries and advisers. A revised list will be prepared each year for the IRS directors.

"Sigma Delta Chi is pleased to have this further public recognition of its role as the professional society of journalists," E. W. Scripps, II, of Washington, D. C., vice president of Scripps-Howard News-

(Continued on page 24)

Clarence O. Schlaver of Mount Prospect, Illinois, a veteran newspaper and magazine man, has been selected executive editor of *THE QUILL*.

Choice of the magazine's first full-time editor, in implementing the society's McKinsey plan adopted at the national convention in New York last fall, was announced by E. W. Scripps, II, national president. Chairman of *THE QUILL* Reorganization Committee, which selected Schlaver, is Sidney R. Bernstein, editorial director of *Advertising Age*, Chicago.

Schlaver will succeed Charles C. Clayton, a former national president who has edited the magazine on a part-time basis since September, 1956. Clayton, a journalism professor at Southern Illinois University, will continue as advisory editor. He will leave August 15 on a Fulbright grant to do graduate school lecturing in Formosa.

Schlaver was graduated in 1927 from the Wisconsin School of Journalism and worked successively as telegraph, sports, news and city editor of the Kewanee (Ill.) *Star-Courier* from 1927 to 1943, when he joined the staff of the Chicago *Daily News*. Since 1950 he has been with *Office Appliances*, one of the nation's largest trade journals, advancing to managing editor. He has edited several convention daily newspapers.

He has been a Sigma Delta Chi since his college days, a member of the Chicago Headline Club, a member of Lions International for 25 years during which he was president of two clubs, president of the Great Lakes Travelers Club and a charter member of the Toastmasters Club 1500.

Recently, Schlaver was elected village president of Mount Prospect following 6½ years' service as trustee during which time he was an outspoken adherent to "the public's right to know," opposing secret meetings at the local governmental level.

He is married and has three children.

"We are delighted to obtain a man of Schlaver's proven ability both in newspaper work and magazine editing," Scripps said. "He is sensitive to the

(Continued on page 24)



## Sparkling Waters and Balmy Breezes Awaits SDX Conventioneers

Sigma Delta Chi delegates and their wives and families will have the opportunity to mix business with pleasure while attending the annual convention Oct. 25-28 in Greater Miami.

In addition to interesting business sessions and activities, many delegates are expected to attend the University of North Carolina-University of Miami grid-iron clash on the night of Friday, Oct. 27 in the world famous Orange Bowl.

Other sports-minded delegates will be able to see thrilling thoroughbred greyhound racing at one of Miami's dog tracks, bask in the sun and swim at one of the ocean beaches, catch some real fighters while taking advantage of Miami's famous fishing facilities or just relax during off hours.

You'll also be able to see the modern facilities of the Miami News, opened October, 1957 and serve as sidewalk superintendent while inspecting construction of the Miami Herald's new plant, which should be 45 per cent completed by convention time. Opening date is expected to be in November, 1962.

Delegates can delight in Miami's unique attractions while taking full advantage of the myriad activities which the sub-tropical climate allows.

Fishermen have a choice of lake, bay or ocean fishing and the nearby Gulf Stream is an angler's paradise.

Local firms and marinas rent boats and equipment of all types from \$2 an hour skiffs to more luxurious craft. You might enjoy drift or bottom fishing which carry groups over the reefs for about \$3.75 per person.

For landlubbers, some of the world's outstanding attractions are in Miami.

Crandon Park with miles of sparkling sandy beaches is located on Key Biscayne, a former coconut plantation. Breezy palm groves surround the area which includes picnic facilities, cabanas, rides for children, a miniature railroad and even a large zoo.

Nearby is the fabulous Miami Seaquarium which gives tourists an underwater peek at King Neptune's domain. Neighboring is Vizcaya, the Dade County Art Museum, formerly an Italian palazzo.

Monkeys cavort at Monkey Jungle and brilliantly plumed tropical birds chatter in the Parrot Jungle and Parrot Paradise.

Fairchild Tropical Garden is a wonderland of rare plants and trees from all parts of the world.

The ultra-modern University of Miami will interest delegates and nearby Everglades National Park gives visitors a peek into the natural habitat of sub-tropical wildlife.

Coconut Grove Playhouse presents Broadway dramas and musicals with famous names of the stage starred.

At Indian villages a stone's throw from

## 1961 Convention Headquarters



The Fontainebleau Hotel of Miami Beach, often described as the finest resort hotel in the world, and valued near \$40,000,000, is the convention headquarters.

downtown Miami, gaily-garbed Seminoles live in thatched roof huts and cook over open fires much as their ancestors did. Here, too, "braves" wrestle alligators.

Just north of the city is the Spanish Monastery, oldest edifice in the western hemisphere. The 818-year-old cloister was brought to this country from Spain, stone by stone, and assembled under the guidance of art agents hired by the late William Randolph Hearst.

One of Miami's newer attractions is The Wax Museum, located at the northern gateway to the city. Life-sized dioramas of famous political, military and sports figures are presented in historically accurate surroundings.

Most meaningful of all Miami attractions is The Torch of Friendship. Surmounting an 18-foot stone shaft is a perpetually burning flame symbolizing the warm bonds of brotherhood between Miami and neighboring countries. It is in peaceful Bayfront Park.

Miami's Serpentarium is both a top attraction and a source of venom used in medical and scientific research. Venom is extracted daily from deadly cobra, vipers and other reptiles.

Beautiful Hialeah Park is visited more during the off-season than when the horses race in the winter. Its year-round appeal is found in the track's exquisitely landscaped grounds and the huge flock of pink flamingos which inhabits the infield lake. Visitors are admitted free during the off-season.

Coral Castle is a one-of-a-kind attraction guaranteed to stir the imagination. Here the late Edward Leedskalnin hewed out of coral rock a fantastic array of figures and forms dedicated to an unrequited love.

The Museum of Science and Natural History, one of the area's newer sights, depicts the story of man and his surroundings with the emphasis on South Florida and its tremendous variety of subtropical plant and animal life. The Museum also offers one of the finest public observatories in the south.

All of these attractions and many more, plus special events and the tops in entertainment combine to make Miami a perfect SDX convention site for both business and play.

### You May Now Deduct SDX Dues

(Continued from page 23)

papers and National President of Sigma Delta Chi, declared.

"We are promoting a rapidly developing program on 76 college campuses, in 61 Professional chapters, and in newsrooms throughout the nation, designed to increase the effectiveness and the prestige of journalists, the individual news media and the profession itself. The IRS ruling will help us accomplish these aims."

### Clarence O. Schlaver

(Continued from page 23)

central problems in American journalism. With full-time editing, THE QUILL should prove of even greater service to journalists of all the media."

Schlaver will assume his new duties in the Chicago headquarters office on July 1 and will first be in charge of the September issue.



# Awards Banquet a Big Success

## It Was Standing Room Only as 460 Attended Dinner in Chicago

By A. J. GOLDSMITH

It is possible and quite probable that the 1961 SDX Awards Banquet will be remembered most by a little girl in Massachusetts. For her, the banquet brought fulfillment of a long-held wish . . . a wish for two rabbits and a hutch.

But for the 460 persons who attended the 29th Annual Sigma Delta Chi Awards Banquet in Chicago's gilded Ambassador West Hotel, the memories will be most likely of a man who wasn't there who made a speech and a man who was there who didn't make a speech, or so he claimed.

The winner of the SDX Award for Foreign Correspondence, Smith Hempstone of the *Chicago Daily News*, was the only award winner to elude the drag-net of the hard-working dinner chairman, Tom Ward of the U. S. Steel Public Relations Staff and a member of the host chapter, Chicago's Headline Club.

Tom Ward's long arm brought winners from California, New York, and Florida, but could not reach Hempstone who, on assignment in Africa, was moving faster than the African news he covered.

From the capital of Mali, Hempstone tape recorded a brief acceptance speech and a concise report of the tense African situation.

David Brinkley's sensitive beat in our nation's capital and his demanding schedule allow him few chances to get out of the Washington, D. C. area and almost no opportunities at public speaking.

He not only did leave Washington to accept his SDX award, but also agreed to be the guest speaker at the 1961 SDX Awards Dinner. That this dinner was a complete sellout with some ducats selling at a premium was due primarily to Brinkley's top billing.

If anyone doubted Dave Brinkley's creative genius, that is if anyone thought that he didn't write his own material, the doubts were quickly set aside. . . . Set aside almost as quickly as Brinkley junked his notes, said that following Hempstone he wouldn't make a speech, and then proceeded to deliver a commentary on the Washington scene that will not soon be forgotten.

Twinkley Brinkley—as the Banquet's most able toastmaster Irv Kupcinet of the *Chicago Sun Times* introduced him—was never brighter.

Brinkley's speech wasn't a speech, he said.

In his characteristic TV manner Brinkley said that "All of Washington is trying to describe simply the New Frontiersmen."

"The Democratic victory brought to



Left to right are Emmett Peter, Jr., Robert Nelson, Hodding Carter, III, James Clayton, Dan Dowling, E. W. Scripps, II, Marshall Field, Jr., and J. P. Randall.



Hodding Carter, III, left, standing, accepts his award from E. W. Scripps, II. Seated are David Brinkley, left, main speaker, and Irv Kupcinet, toastmaster.



The right side of the speaker's table included, left to right, Brinkley, Tom Ward, Dennis Orphan, Tom Collins, The Venerable J. Ralph Deppen, and Julian Goodman.

Washington a curious collection of people. Not a band of wild-eyed liberals as many would have expected, but instead a group of mild eyed liberals, the most conservative liberals we've ever seen.

"Probably the closest work to describe them is pragmatic. They are pragmatists in the dictionary definition of the word. The New Frontiersmen are not afraid of new ideas, but unlike the Roosevelt New Dealers they are not looking to reform the country. They want to make what we have now better and to them a good idea is one that will work."

But what about the little girl, the two rabbits, and the hutch?

Brandies University's Dr. Leonard W. Levy, who was to receive the SDX Award for Research in Journalism for his book *The Legacy of Suppression*, notified Chairman Tom Ward that he would not be able to attend. Then he said that he would be in Chicago, but just as quickly followed another letter stating that he would not be in Chicago.

Headline Club members scurried around Chicago looking for Brandies' boosters to accept the award for Levy.

Then, less than 24 hours before the banquet came the telegram. Levy was coming.

The story behind the story—Levy's small daughter couldn't understand why daddy wouldn't be home for her birthday. She was heartbroken. There was a crisis at the Levy household.

With diplomacy that should make Dean Rusk envious, Dean Levy solved the crisis. Two rabbits and a hutch and Daddy could go to Chicago.

Presentation of awards were made by SDX national president E. W. Scripps, II.

## Personals

### About Members

**B. Rhett Turnipseed III** left the Smith-gall radio station chain in Georgia to become operations advisor of the Voice of America, USIA, Washington, D. C. He is a graduate of the University of Georgia where he received a B.A. and M.A. in journalism.

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Army 2d Lt. **Dick M. Hunsicker** is receiving eight weeks of officer orientation training at the Transportation School, Fort Eustis, Va.

Lieutenant Hunsicker is receiving instruction in the duties and responsibilities of a transportation unit commander.

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**Alden N. Godfrey** has been named Director of Public Relations and Advertising for the Central Federal Savings and Loan Association, San Diego, California.

Until recently he has been Director of Public Information for the United Fund of San Diego County. Godfrey also is a part-time instructor in public relations at San Diego State College.

A graduate of Boston University (B.S.J.) and the University of Minnesota (M.A.), Godfrey formerly was a press of-

## Press and People Must Help Make Democracy Work, Says Professor

The job of making democracy work must be shared by the press and the people—the press to publish and the people to supply information, James W. Schwartz, associate professor of journalism at Iowa State University, said. He spoke on "Newspapers and Magazines in the Mass Media," in the Telecommunicative Arts seminar series conducted at the University.

"Magazines and newspapers exert an enormous influence every day on every aspect of our existence," Schwartz said as he pointed out that 1,700 daily and 9,300 weekly newspapers are published in the United States, in addition to about 12,000 magazines.

"We have come to depend heavily on

ficer with the Department of State in Southeast Asia, managing editor of the *Wilmington, N. C., Morning Star*, and on the staff of the *Christian Science Monitor*, Boston.

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**William C. (Bill) Burk**, special representative of the Santa Fe Railway at Topeka, has been named manager of public relations for that company with headquarters at Chicago.

Born at Beaumont, Texas, in 1921, Burk entered newspaper work at Guthrie, Oklahoma. Following military service during which he was in charge of photography for the Seventh Naval District at Miami, Burk joined the Santa Fe in charge of photography at Los Angeles in 1946. He was appointed special representative at Chicago in 1947 and in 1953 was promoted to a similar post at Topeka.

Burk will be responsible for public relations throughout the railroad's 13,000-mile system, as well as off-line points.



W. C. (Bill) Burk



Meno Schoenbach

**Meno Schoenbach**, of Atlanta, has been elected vice-president—public relations—advertising—of Fulton Cotton Mills and of Fulton Industries, Inc., both of Atlanta.

Mr. Schoenbach will coordinate all of the public relations activities of the five affiliated companies of Fulton Industries, Inc., and will continue his former duties as sales promotion and advertising manager for Fulton Cotton Mills.

print media to form opinions, carry on conversations, base arguments and debates, make judgments and decisions," Schwartz said.

Critics charge that the press presents a distorted picture of society, "emphasizing the sensational and superficial rather than the enduring and significant," Schwartz stated.

Because of the trend toward monopoly or concentration of information outlets, there is danger of restriction of the variety of viewpoints to which people will be exposed, he added.

"Too many newspapers tend to steer clear of boggy areas of controversy; sometimes they don't even report them," Schwartz said, pointing out that many small newspapers have eliminated the editorial page.

This is a dangerous situation, according to Schwartz, because "there is no prospect that life and its problems will become less complex or that we will depend less on mass media for information."

"Editors have a moral obligation to preserve the remaining fountains of information from taint and corruption," he said.

The press should strive to present a representative picture with completeness, accuracy, balanced interpretation and honest comment, and should maintain freedom from undue pressure, defend minorities, clarify goals and values of society and serve as a forum for public discussion, he said.

"It's difficult to achieve accuracy in a man-directed world. Although the press is blamed for inaccuracies, sometimes news sources are careless or deliberately misleading," Schwartz said.

"Too much public business is being conducted in private," Schwartz said, citing the reluctance of people, both in government and private business, to supply information.

When military security is involved, a certain amount of secrecy is necessary, but when public interest is involved, there is no good excuse for secrecy, he said.

Evidence on all sides shows that people have doubts about or understand imperfectly, the principle of freedom and what it means in a democracy.

"We can't have a fully informed public if people sit on the news," he concluded.

## JFK WIRES SDX

The following is the text of a telegram sent to Sigma Delta Chi National Awards Banquet by President John F. Kennedy:

I would like to extend my congratulations to the winners of Sigma Delta Chi's Annual Awards for distinguished service in journalism. Sigma Delta Chi should be justly proud of its long service in journalism and the efforts it has made to reward excellence.

Sincerely Yours,  
JFK

# Des Moines Professional Chapter Hosts Regional SDX Convention

Frank Miller, editorial cartoonist for the Des Moines *Register and Tribune*, received the third "Courage in Journalism Award" given by the Des Moines professional chapter of Sigma Delta Chi at the regional SDX convention in Des Moines in April.

The award cited Miller for "placing people, foibles and the times in their proper perspective by deflating stuffed shirts and debunking sacred cows wherever he finds them."

At the award banquet, Miller discussed "The Sad State of Editorial Cartooning." He charged that most of today's editorial cartoonists lack imagination and individuality because they try to satisfy everyone.

Panel discussions at the two-day convention dealt with voluntary censorship, the role of journalism schools, free-lance writing, and photo-journalism.

In the Keynote address, Paul C. Smith, president of the National Editorial Association, claimed that voluntary press censorship as suggested by President Kennedy can only lead to full government censorship.

A panel on "Are Journalism Schools Doing the Job?" criticized journalism schools for graduating students who can't spell or speak correctly.

Members of the panel were Jim Monroe, news director, KCMO, Kansas City, Mo.; Sam J. Shelton, Jr., assistant city editor, St. Louis *Post-Dispatch*; Dr. William S. Hall, director of the School of Journalism at Nebraska University, and Vernan Vierth, editor, Lennox Publications, moderator. Professor Hall told the group, "We're doing the best we can with what we have to work with."

Speaking at one session, Henry G. Felsen, magazine writer and novelist, told the journalists that free-lancing, though it doesn't promise a steady income, does give the writer the opportunity to live the way he wishes.

The hardest thing about writing, Felsen said, is the task of housekeeping, "The figuring out of what kind of car the characters in the story are going to drive, what kind of cigarettes they smoke, and what kind of house they're going to live in."

George Yates, chief photographer for the Des Moines *Register and Tribune* moderated the photo-journalism panel. Other members were Jack Shelley, news director of WHO-TV, Des Moines; Robert Burrows, Sr., president of the Belle Plaine, Ia., Union and Benton County Star; Norman Boyle, editor, the *Maytag Bulletin*; and Paul C. Norris, Jr., publisher of the Marshalltown, Ia., *Times-Republican*.

Burrows explained that increased picture coverage in his Iowa weekly has been its most effective circulation promotion. Shelley said that television, in some instances, can tell a news story with more drama than any other medium. Boyle explained that house-organ editors

often must sacrifice impact in a photo "merely to get a lot of people in the shot." Norris exhibited a series of news pictures from his newspaper to demonstrate how ingenuity can be used in routine picture assignments.

Bob Billman, news director of station KVVU, Sioux City, also addressed the SDX group. He discussed "Radio and Television News of the Sixties," and called for wider coverage for important news and informative programs. He said that informative programs such as "CBS Reports" are carried by only about 100 stations, whereas westerns of the "Gun-smoke" variety are aired by about 150 stations.

William Kong, reporter for the Des Moines *Register and Tribune*, was chairman of the convention.

## Personals

### About Members

Elwood W. Landis, director of publicity at Bethany College for the past three years, has accepted a position on the staff of a teacher education project at Central Michigan University, Mount Pleasant.

Landis will be a writer for the experimental program, which involves some 2,500 students and which is financed by a grant from the Ford Foundation.

A native of Wichita, Landis is a graduate of Friends University and Northwestern University. He was a reporter for the *Omaha Eagle*, a copy editor for the *Omaha (Neb.) World-Herald* and served in the Army at Fort Riley and at Army Home Town News Center, Kansas City, Mo., before joining the Bethany College staff.

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John Melder has been appointed travel editor of Chicago's *American*. The announcement was made by Richard Hainey, executive editor of the *American*, who will work closely with Melder in the development of a dramatically revised and expanded travel section.

Melder, a Chicago's *American* copy editor since 1958, succeeds Herbert Beck, who ends an outstanding 36-year travel operation association, the last 24 with Chicago's *American*. Beck has been responsible for a number of improvements in the *American's* travel section, including the newly developed "Here and There With the Traveler."

## Peace Corps Should Include Journalism Grads, Says Dean

The present Peace Corps program should include journalism graduates in its program of assistance to certain foreign countries, Dean Earl F. English of the University of Missouri School of Journalism, said.

"No group of college graduates is better qualified to tell the story of our historic struggle to achieve and maintain our basic liberties in foreign lands than the graduates of our professional schools of journalism."

"No group is better informed on the nature of our constitutional guarantees, or has greater appreciation of the importance of the people's right to know the truth at all times than those who have learned their journalism lessons well," he said.

Dean English made his remarks at the presentation assembly for Missouri Honor Awards for Distinguished Service in Journalism during Journalism Week.

Dean English pointed out that editors from South America and Latin America who have visited the University of Missouri School of Journalism in the last few months have told him they would welcome the assistance of young professionally trained journalists to their staffs.

"Likewise, students in Syracuse University and the University of Missouri have expressed the opinion that they would consider it an honor and privilege to work in foreign lands under the supervision of foreign editors and foreign broadcasting station managers," he said.

Dean English listed the principal requirements for a great contribution toward better understanding and friendship between certain foreign countries and the United States as: language facility, an invitation, and cooperation of existing international press organizations.

## CONVENTION HOSTS

Applications from Professional chapters desiring to serve as hosts for the 1965 National Convention of Sigma Delta Chi should be presented to the National Board of Directors by October 25, the day preceding this year's Convention at Miami Beach. The board will convene on that day at the Fontainebleau Hotel.

The Convention is scheduled for Tulsa, 1962; Norfolk, 1963; and Kansas City, 1964. Los Angeles and Pittsburgh already have submitted bids for the 1965 gathering. Applications should be sent to SDX Headquarters, 35 E. Wacker Dr., Chicago 1, Ill.



## American Press Must Be Better, Poynter Tells Journ Students

The American press may be the best in the world but it must be better in the immediate future if self-government is to survive in a hostile world, the editor of the St. Petersburg (Fla.) *Times* said.

Nelson Poynter told journalism students at the University of Missouri he is convinced that readers today are ahead of most of their papers. "This spells opportunity to young men and women with the gift of communication and the curiosity and compulsion to tell the many-sided story of the complicated world in which we live."

Poynter spoke on "The Demand for Excellence" in the new Business and Public Administration Auditorium as part of the 52nd Journalism Week activities.

The co-founder of the *Congressional Quarterly Publications*, Washington, D. C., urged young men and women of talent to dedicate themselves to the printed word of journalism.

Radio, TV and other media are here to stay," he said, "but a good weekly or daily newspaper has a noble and very special place in our total spectrum of communications. . . .

"A good newspaper can raise the standards of the arts and science and education, because all of these start with people and their children—and their environment."

In Poynter's opinion a \$500 billion economy of 200 million people can support more and better newspapers than the \$50 billion economy of 100 million people, which was the situation when he was a "budding" newspaperman. "And today's readers are more literate than their grandfathers with more problems in their urban environment than in those 'good old days' of journalistic mythology," he said.

Poynter went on to point out how he saw press empires rise with imagination, energy, resourcefulness and courage playing a more important role than money.

"Time magazine was only a glimmer in the eyes of several youngsters graduating from Yale 40 years ago. They had little capital, but big ideas and the boldness to break traditions. *Time*, *Life*, *Fortune* and others in the Luce empire are a testament that opportunity was abundant in the past 40 years during two major depressions and the biggest war in history," he said.

### Personals

#### About Members

W. Daniel Wefler has been named Director of Alumni Relations for Northwestern University.

The new alumni director received his Bachelor of Science degree from the Medill School of Journalism and has wide

## 10th Anniversary Surprise



United Press International vice-president and general manager for Asia, Earnest Hoberecht, left, wears happy smile as Asataro Sakai presents him with fancy cake. The occasion was a surprise party given Hoberecht on his tenth anniversary as general manager for UPI's Asia Division.

## Wisconsin's Red Derby to Thayer



Prof. Frank Thayer, second from right, University of Wisconsin school of Journalism, who retired in June, was adviser of the University's SDX chapter from 1937 to 1955. He received the Red Derby in recognition of his contributions to the UW chapter at the University's 37th annual Gridiron Banquet. Left to right are E. W. Scripps, II, national president; Don Anderson, publisher of the *Wisconsin State Journal*, who presented the Red Derby; Thayer, and William Hachten, co-adviser of the Wisconsin chapter.

experience in the business paper field. Most recently he was a representative with the Farley Co. of Chicago. He had formerly been associate editor of the *American Artisan*, associate editor of the *Standard Torch*, a public relations writer for Standard Oil Co. (Indiana), and assistant editor of the *Bulletin* of the Financial Public Relations association.

Maynard R. Ashworth, widely-known executive in Southern newspaper and radio and television circles has been named

president of a Columbus, Georgia, corporation which owns and controls newspapers and broadcasting facilities.

\* \* \*

Scouting magazine certainly has its share of editors who belong to Sigma Delta Chi. Lex R. Lucas, editor, joins with Ted S. Holstein and Sam Traugher, assistant managing editors, and Walter MacPeck, Walter Babson, Tom Gibson, and H. John Nelson, associate editors.



## Chapter Activities

Each chapter should appoint a correspondent to report local Sigma Delta Chi activities to the *SDX NEWS*.



**NEW MEXICO PROFESSIONAL**—Harry Moskos, right, president of the New Mexico Professional chapter presents a \$100 scholarship check from the chapter to Prof. Keen Raftery, head of the University of New Mexico journalism department. The \$100 is to be given to a deserving journalist student. This is the second year in succession the chapter has made the award.

**KANSAS CITY PROFESSIONAL**—Representatives of five chapters of Sigma Delta Chi turned out March 9 to welcome Warren K. Agee in his first official visit to Kansas City as the Society's new executive officer.

Agee's visit coincided with the annual meeting sponsored by the Kansas City Professional Chapter for the three neighboring undergraduate chapters with the Mid-Missouri Professional Chapter, based at Columbia, Mo., thrown in for good measure.

Agee outlined the society's reorganization program and the aims, and told of the accomplishments to date.

Shown in the picture are Agee and the presidents of the five chapters at the joint meeting. They are, left to right:

Front row, James M. Kirkpatrick, Mid-Missouri Professional Chapter president who also is a member of the Kansas City Chapter; James M. Stafford, Kansas City Professional Chapter; Agee; John Woolson, University of Missouri.

Second row, John Petterson, Kansas State University and John Peterson, University of Kansas.

The similar names are not the only coincidence involving the two Kansans. Both are winners of scholarships awarded by the Kansas City chapter. Petterson is the son of C. J. Petterson, and Peterson is the son of C. J. Peterson. Peterson formerly was a copy boy on the *Topeka Capital-Journal*, where C. J. Petterson is a member of the news staff.

**DETROIT PROFESSIONAL**—The Detroit Professional Chapter has had an interesting program of monthly activities for 1961. The February meeting was a dinner dance for wives and sweethearts.

The March meeting was held at the Detroit Press Club and featured a debate on the merits of newspapers and television reporting of the news. Defending the newspapers were Harvey Patten, managing editor of the *Detroit News*, and John Driver, city editor of the *Detroit Free Press*. The TV side was upheld by Richard Femmel, director of news and special affairs, WXYZ radio and television, and James Clark, news editor, WWJ radio and television. The moderator was Bill Sheehan, news director, radio station WJR.

The featured speaker at the April meeting was Judd Arnett of the *Detroit Free Press* who had just returned from a special assignment in Africa.

**WASHINGTON, D. C. PRO**—Royden Stewart, *F-D-C Reports*, was elected president of the Washington, D. C. professional chapter of Sigma Delta Chi for the 1961-62. term.

Other officers elected were: Russ Tornabene of *National Broadcasting Company*, vice president; Dick Fitzpatrick, *United States Information Agency*, secretary; and Ben Meyer, *Associated Press*, treasurer. Austin Kiplinger of Kiplinger Publications and John Cauley, *Kansas City Star*, were elected to the Board of Directors. Other members of the Board are Ernest Barcella and Julius Fransden, both of *United Press International*.

Ted Sorensen, special counsel to President Kennedy for domestic matters, and Richard Neustadt, who was special assistant to the President for organizational affairs, held a special briefing for the Washington chapter. More than 95 members attended the May dinner meeting held at the National Press Club.



### SYRACUSE UNIVERSITY UNDERGRADUATE CHAPTER—

Newly-initiated members with chapter President John Omicinski, at left, include (seated) John Greenwald, Luckson Ejofodomi, Normal Meyerhofer, William Doescher. Standing are John Grabda, Joseph Montebello, Philip Hochberg.

Ejofodomi is a Nigerian student studying newspaper at Syracuse School of Journalism, while Hochberg, who will graduate in August, is a newsman with the area's top-rated radio station, *WNDR*.

Four Sigma Delta Chi members took a clean sweep of top editorial positions filled recently on the student newspaper, the *Daily Orange*, for 1961-62. Named editor by the Board of Publications at SU was Samuel Girgus, while Michael Eppinger was named managing editor, Robert Seewald, editorial page editor and Kenneth Darling, sports editor.

A past president of the Syracuse U. chapter and outgoing *Daily Orange* editor Sidney H. Hurlburt of Gorham, N. H. has been awarded a Fulbright Grant for graduate study in New Zealand.



**NORTHWESTERN OHIO**—The vast difference in newspapers in New Zealand and those in the United States was graphically described to the Northwestern Ohio Chapter at its April meeting by John Fox (center), assistant editor of the Christ Church, New Zealand, *Press*. Shown here with William Day (left) and Ben Strange, chapter president and treasurer respectively, Fox got his start the same way most cub reporters do in the U. S.—writing obituaries. In New Zealand undertakers aren't helpful with obituaries as in this country so Fox had to gather his information by calling on the bereaved family. Almost invariably, he said, the relatives would ask if he wanted to see the body. "Because I never could say no, I've probably viewed more bodies than anyone in New Zealand," Fox said wryly. The Christ Church editor first came to the U. S. in 1954 in a State Department exchange program and made many friends in Toledo during the three months he worked on the *Blade*. He made so many good friends among Toledo newspapermen that he wanted to visit them again. So he saved his vacations for two years and he and Mrs. Fox came to the U. S. for a two months' visit, three weeks of which they spent with Toledo friends before going to New York, Washington, New Orleans and San Francisco for briefer visits.



**VALLEY OF THE SUN**—New officers of the Valley of the Sun chapter of Sigma Delta Chi were installed at a dinner at Camelback Inn, Phoenix. They are (from left) Walter C. Suft, Jr., assistant public relations director of Phoenix Newspapers, Inc., president; Jim Brooks, editor and publisher of the *Gilbert Enterprise*, vice president; Don Dederer of the *Arizona Republic*, treasurer, and Leonard Sime (right), also of the *Republic*, secretary. Ray Smucker (second from right), manager of Radio Station KTAR, Phoenix, was principal speaker, recalling and imitating personalities of early-day broadcasts.



**RICHMOND PROFESSIONAL**—NBC newsman Peter Hackes (fourth from left) was the featured speaker at an April meeting of the Richmond, Virginia, chapter. At his right is John Leard, president of the Richmond chapter and city editor of the *Richmond News Leader*. At his left is Gerald Gammon, Reynolds Metals Company, which was host for the dinner meeting. Hackes discussed Washington coverage under the Kennedy administration and the nation's space activities.



**DEADLINE CLUB**—Murray Weiss (left), city editor of the New York *Herald Tribune*, accepted the James Wright Brown Memorial Award in behalf of the winner, Robert S. Bird of the *Herald Tribune*, at the annual dinner of the New York City Professional Chapter of Sigma Delta Chi. William B. Arthur (center), editor of *Look Magazine* and president of the chapter, and John Hohenberg, professor of journalism, Columbia University, and chapter awards chairman, made the presentation. Bird, who was in Israel covering the Eichmann trial, was cited for his comprehensive series of three articles on measures to raise the educational and professional standards of the New York police force.

Attendance at the Hotel Plaza was nearly 400. Dr. Sterling M. McMurrin, U. S. Commissioner of Education, was the principal speaker. Gerald Green, author of *The Last Angry Man* and the just-published *The Heartless Light*, was also a featured speaker. Frank Blair, NBC newscaster and chapter officer, presided over the speaking program while William C. Payette, up from Dallas, was chairman of the business portion. Payette, retiring president of the New York City Professional Chapter, was recently appointed manager of the Southwestern Division of *United Press International*. Krishna Balaraman of The Hindu of Madras, India, received the chapter's first annual award to United Nations correspondents for "distinguished U. N. correspondence based on journalistic initiative, sound interpretation, devotion to the precepts of freedom of information and a demonstrated understanding of world organization problems." The award is donated by Ohio Oil Co.

High School Headliner Awards, made jointly by SDX and Theta Sigma Phi, went to seven girls and eight boys in various New York City high schools.

# Human Interest

(Continued from page 21)

like that," he said. "England's going to nationalize mines, and the trainmen the railroads. You think I want to be in style and nationalize bathing?"

"Emmett went on spraying a line of kids in the middle of the street, directing the use of soap and scrub brush, as he will be found doing most any warm day from now on."

• When I arrived the next morning, a copy boy came to tell me that the city editor wanted to see me. As I approached Gavin's desk I saw a clipping in front of him. Gavin wrote something across it and signed his initials, and then handed me the clip.

"That's a good yarn. We'll pay you double space for it. Just give the clipping to the auditor with your others." Then he told me to help out O'Leary, the special writer on labor news.

As evening got well along I strolled to the desk of the only woman reporter on the staff. It was about eight o'clock. Soon after I began chatting with her, a copy boy came to tell me that the night city editor wanted to see me. That potentate glanced at me quickly and then, looking hard at a pile of papers in front of him, said in deep tones:

"Go see the sports editor. He'll give you an assignment. The managing editor doesn't like your chewing the rag with the girl reporter."

The affable sports chief looked me over and smiled.

"What the hell have you done?" he asked.

"Mr. Thayer told me that the M.E. didn't like my chatting with the female reporter."

"Hum. He hates having a woman on the city staff, so you're being spanked for being sociable with her. Here's a ticket for a K of C boxing carnival at the Garden for the veterans of the First Division. It's small stuff. Hang around there for a while, then 'phone in your goodnight."

• Feeling a little irked, I remembered Gavin's admonition to be always on the lookout for human interest incidents.

That Sunday I had an early dinner at home and started downtown stopping at a newsstand to buy a copy of *The World*. On a corner seat in the subway car, I fumbled with the bulky Sunday edition. While reading the front-page headlines, I came upon this small-sized story:

"A woman appearing as one of the

## BEHIND THE BYLINE

**Marshall Buick** worked in the 1920s for the old *New York World* and the *New York Post*. Later he was associate editor of the *People's Home Journal* and worked for two New York advertising agencies. He was an early contributor to the *New Yorker* and has been a frequent contributor to *Printers' Ink*. He was graduated from Columbia University in 1920 and five years later earned a master of science degree from the Columbia University School of Journalism. He lives in New York City.

contestants in a three-round boxing bout with a man proved to be the unscheduled feature of the boxing carnival given at Madison Square Garden last night by the Knights of Columbus. The affair was staged solely for the men of the First Division, but several women managed to get into the audience, among the five thousand returned fighters, who enjoyed the entertainment greatly.

"After the show had been about two-thirds finished a man stepped into the ring and announced Hildreth against Jon Atkinson, lightweight, in a three-round bout. There was some surprise when 'Hildreth' proved to be Helen

Hildreth, a local athlete, who made an excellent showing for two rounds and then, near the end of the third, sent her adversary to the floor.

"As soon as he had gained his feet, the bell sounded for the end of the event. There were cries of frame-up from all parts of the hall, and those who had the exhibition in charge simply smiled when asked if they could deny it."

• That afternoon when I told Gavin how I happened to get the boxing assignment, the city editor chuckled.

"Aren't you glad the M.E. only hates women reporters and not female boxers? Well, I must say you've caught the human interest angle. That's two of them in a row for you."

Human interest! I began to wonder once again what journalism was really supposed to be. Is it an art, a profession or a form of entertainment? I asked myself.

Maybe, I began guessing, there are many more readers of newspapers who want to know that "a nationalist movement, however, will unquestionably arise in India in the near future unless British statesmen take . . ." than another large group who want to learn that Lady Thackersey from Bombay wore a diamond at one side of her nose.

## What do you know about newspapers

From EDITOR & PUBLISHER, June 3, 1961, Page 9:

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